

全国高职高专国际贸易、商务英语规划系列教材

商务英语视听说

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電子工業出版社

Publishing House of Electronics Industry

北京 • BEIJING

内 容 简 介

本书以国际贸易流程为主线,涵盖了建立业务关系、贸易会、询盘、订货、支付、包装、装运、保险、售后服务等主要磋商环节。本书采用项目/任务驱动的模式,从语言知识、交际技巧、商务实践三个层面,帮助读者掌握语言技能,了解商务知识,操练商务交际能力。本书单元结构合理,脉络清晰,素材丰富,真实生动,形式多样,再现商务活动场景,帮助读者领会商务交际技巧。内容全面,融会贯通。各环节紧密关联,层层递进,注重商务综合交际能力的培养。

本书可以作为高职高专国际贸易专业及相关专业的教材,也可以作为从事国际贸易工作人员阅读的参考书。

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图书在版编目(CIP)数据

商务英语视听说 / 孔娟, 李小敬主编. —北京: 电子工业出版社, 2010.9

全国高职高专国际贸易、商务英语规划系列教材

ISBN 978-7-121-11773-2

I. ①商… II. ①孔… ②李… III. ①商务—英语—听说教学—高等学校: 技术学校—教材
IV. ①H319.9

中国版本图书馆 CIP 数据核字 (2010) 第 174631 号

策划编辑: 刘文杰

责任编辑: 徐云鹏

印 刷:

装 订:

出版发行: 电子工业出版社

北京市海淀区万寿路 173 信箱 邮编 100036

开 本: 787×980 1/16 印张: 9.5 字数: 273 千字

印 次: 2010 年 9 月第 1 次印刷

印 数: 4 000 册 定价: 22.00 元 (含光盘 1 张)

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前 言

近年来,随着信息技术的快速发展,“视听说”教学以其特有的优势在英语教学中越来越受到广大师生的欢迎和重视,然而系统化、规范化的高职高专商务英语视听说教材至今为数不多。为促进“以就业为导向,基于工作过程的”高职高专英语类专业建设和课程建设的改革,我们编写了这本《商务英语视听说》,供高职高专国际贸易专业及相关专业学生使用。

《商务英语视听说》课程教学内容以国际贸易流程为主线构建,涵盖建立业务关系、贸易会、询盘、订货、支付、包装、装运、保险、售后服务等磋商环节。

1. 实用为主,够用为度。该教材在内容的取材和难度的把握上突出体现了高职教育“实用为主,够用为度”的教学理念;教学内容主要以国际贸易流程为主线构建,涵盖了建立业务关系、谈判、订货、支付、包装、运输、保险、索赔等磋商环节。

2. 应用为纲,好用为本。该教材在学习任务的设计上便于教师组织教学和学生自主学习,能引导学生从简到繁、由易到难、循序渐进地完成一系列“任务”,从而得到清晰的思路、方法和掌握知识的脉络,在完成任务的过程中,培养学生分析问题、解决问题的能力。

3. 内容体系安排科学,体现时代性和开放性。该教材提供了正确的语言使用范例,单元结构合理,脉络清晰,符合语言学习规律,素材新颖,注重培养学生搜寻、接收和处理英语信息的能力。

4. 注重选材的真实性,兼顾趣味性和多样性。该教程在教学目标上迎合真实的交际需要,在选材方面具有真实的交际内容,在练习方面提供真实的交际环境和真实的交际任务。材料丰富多样,形式活泼,寓教于乐。

本书由孔娟和李小敬担任主编,孙祥来、钱苏珍、朱青、靳桂龙担任副主编,参与编写的还有李晓冉、徐姗姗、张光慧。

本书在编写过程中参考了近年出版的部分书籍和网上资料,限于篇幅不一一列出,谨向各位著者表示感谢。

本书的编写得到了电子工业出版社的大力支持,在此一并致谢!

在某种意义上讲,本书的编写既是教学理念改革的尝试也是学习理念上的探索。因水平所限,加之时间仓促,不足之处在所难免,敬请读者朋友指正。

使用 说明

《商务英语视听说》为高职高专国际贸易专业系列教材之一，包括学生用书及配套的光盘、教学资料包（包括教学参考答案、电子教案等），为取得“教学资料包”请登录华信教育资源网下载，网址：www.hxedu.com.cn。

本书共 12 个单元，每个单元由 Lead-in、Listening、Viewing、Speaking、Useful Phrases 和 Useful Sentence Patterns 共 5 个部分组成，均包含 9 个任务或活动。主要结构如下：

Section One Intensive Listening

Task 1 Listening Focus

Task 2 Listening Practice

Task 3 Listen & Discuss

Section Two Viewing

Task 4 Watch & Think

Task 5 Watch & Discuss

Section Three Speaking

Task 6 Listen & Act

Task 7 Short Talk

Task 8 Situational Dialogue

Section Four Time for Fun

Task 9 Listen & Relax

Useful Phrases

Useful Sentence Patterns

Lead-in: 主要提供与主题相关的背景知识，为进一步训练做准备。

Listening Focus: 该部分提供与主题相关的短句，主要训练学生对简单句的理解和判断能力以及听音抓重点的习惯。

Listening Practice: 提供与主题相关的对话（Mini-dialogues, Conversations）和短篇听力材料（Passage），练习形式多样，包括全国国际商务英语考试（一级）听力试题形式，有助于学生熟悉考试题型。

Listen & Discuss: 提供与主题相关的商务情景对话，主要训练学生的分析能力和探讨交流能力。

Watch & Think: 选择了 12 部电影、动画片等的片段，进一步提高学生的学习兴趣、语言鉴赏力和文化意识。观看电影、动画片等后判断句意的正误，训练学生的观察能力和理解能力。

Watch & Discuss: 根据电影设计了两个能反映主题或大意的综合性题目供学生讨论，培养学生的观察能力、归纳能力和思辨能力。

Listen & Act: 精心挑选了 12 篇对话，内容与主题密切相关，主要训练学生的模仿能力。

Short Talk: 精心挑选了 12 个与主题密切相关的商务话题，主要训练学生的归纳能力和口头表达能力。

Situational Dialogue: 设计内容一般与情景相关，旨在训练学生的反应能力和说的能力。

Listen & Relax: 内含英语歌曲、诗歌、绕口令、散文等，旨在提高学生的兴趣和语言鉴赏力。

Useful Phrases 和 **Useful Sentence Patterns** 提供了一些与主题相关的短语或句子，作为单元核心内容的有效补充，意在巩固学习成果。

教学建议

一个单元一般按 4 个学时（200 分钟）设计。由于各个学校情况不同，教师可进行适当调整，有选择地使用本教材的内容。

虽然“教无定法”，但“贵在得法”。我们建议教材使用者在实施教学前，对每项任务的目的和目标有一个比较准确的把握，对自己的角色有一个恰当的定位，真正还学生以主体地位，让学生演好“主角”，让教师当好“主导”，切实培养学生运用英语进行商务交流和跨文化交际的能力。

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Unit 1

Establishing Business Relations

Lead-in

Establishing business relations is the first step in a transaction in international trade. To establish business relations is actually to confirm the trade partner. Whether the partners are suitably chosen or not decides the success of trade. Generally speaking, both sides, through their own introductions or the third party's, will find out important conditions such as the other side's fund credit, management ability and business scope, etc., before they discuss business substantively. Only by understanding and trusting each other will both sides be able to cooperate actively and carry out trade activities smoothly.

Section One Intensive Listening

Task 1 Listening Focus

Listen carefully and then fill in the corresponding blanks according to the five short sentences you'll hear. Each sentence will be read twice.

1. Mr. Li is _____.
2. The visit will _____ the development of their relationship.
3. The time Mr. Brown will arrive at the airport is _____.
4. Your address and phone number were found from _____.
5. _____ can be sent to you for your reference.

Task 2 Listening Practice

A. Mini-dialogues

Listen to the following five mini-dialogues and then choose the best answer to each of the



questions you'll hear. Each dialogue and question will be read twice.

Words and Expressions

import	[im'pɔ:t]	v. 进口, 输入
	['impɔ:t]	n. 进口, 输入
textile	['tekstail]	n. 纺织品; [-s]纺织业
export	[ik'spɔ:t]	n. 出口(物), 输出(品) v. 出口, 输出
knitwear	['nit'wɛə]	n. 编织的衣物, 毛织类
garment	['ga:mənt]	n. (一件)衣服

Dialogue 1

- a. To establish business relations.
- b. To buy something.
- c. To see the general manager.
- d. To go travelling.

Dialogue 2

- a. In the Personnel Department.
- b. In the Human Resources Department.
- c. In the Marketing Department.
- d. In the Advertising Department.

Dialogue 3

- a. An hour.
- b. One and a half hours.
- c. Half an hour.
- d. Two hours.

Dialogue 4

- a. Silk.
- b. Woolen knitwear.
- c. Cotton piece goods.
- d. Nylon.

Dialogue 5

- a. The chairman.
- b. The general manager.
- c. The department manager.
- d. The public relations manager.

B. Conversations

Listen to the following conversations twice and then for each question below, choose the best answer from the four choices given.



Question 1 and 2 are based on Conversation 1.

Conversation 1

Words and Expressions

Mini-Mons

迷你小怪物

1. Why does John Carter telephone Li Ming?

- a. Because they met at Guangzhou Trade Fair.
- b. Because he thinks the products “Mini-Mons” are very interesting.
- c. Because he wants to buy the products “Mini-Mons”.
- d. Because he wants to have a chat with Li Ming.

2. Which of the following statements about Yonghe Trading Company is NOT true?

- a. It is in North America market.
- b. Mr. Wang Yahui is its Sales Manager.
- c. Its address is 1259 8th Street, Manhattan, New York.
- d. It belongs to Toys International Company Limited.

Questions 3 to 5 are based on Conversation 2.

Conversation 2

Words and Expressions

chamber	[ˈtʃeɪmbə]	n. 会所
commerce	[ˈkɒmə:s]	n. 商业, 贸易
carpet	[ˈkɑ:pɪt]	n. 地毯
durability	[ˈdʒʊərə'bɪlɪti]	n. 经久耐用
floral	[ˈflɔ:rəl]	n. 花的, 饰以花的
pamphlet	[ˈpæmfli:t]	n. 小册子

3. What does Liang Dong do?

- a. He is a secretary.
- b. He is a Sales Manager.
- c. He is an Export Manager.
- d. He is a General Manager.



4. Which of the following statements about their carpets is true?

- a. They are woolen.
- b. They can last long.
- c. They have different kinds of designs.
- d. All of the above.

5. What will be sent to David Miller?

- a. The samples.
- b. The catalogues and price lists.
- c. The catalogues and pamphlets.
- d. A price list.

C. Passage

Listen to the following passage three times and then complete it by filling in the missing words.

Words and Expressions

counterpart	['kauntəpa:t]	n. 与对方地位作用相当的人（或物）
counselor	['kaunsələ]	n. 顾问；参赞
circular	['sə:kjulə]	n. 通知，通告

In the business world there is a saying “no 1 _____, no business”. A firm needs extensive business connections to maintain and expand business activities. This is especially true of an international business firm. International business begins with the establishment of business relations, which is the most important step to conclude a deal with a new connection abroad and also the fundamental step toward opening up a new overseas 2 _____.

To establish business relations, a firm must, first of all, find out whom it's going to deal with. Detailed information of its counterparts abroad must be obtained. Generally, such information can be obtained through the following channels: banks, chambers of commerce in foreign countries, 3 _____, Commercial Counselor's Office in foreign countries, business houses of the same trade, trade 4 _____, trade shows, or even old customers.

Having obtained such information as the desired names and addresses of the customers from any of the above sources, the firm may start sending letters or circulars telling him how his name is known, the wish to establish business relations, lines of business and the firm's 5 _____.



Task 3 Listen & Discuss

Listen to the conversation three times and try to answer the following questions after discussing with your partner.

Words and Expressions

negotiation	[niˌgəʊʃi'eɪʃən]	n. 谈判, 协商
showroom	[ˌʃəʊrʊm]	n. (商品样品的) 陈列室
cooperation	[kəʊˌɒpə'reɪʃən]	n. 合作; 协作
coincide	[ˌkəʊɪn'saɪd]	v. 相符, 相一致

1. Where does Mr. Zhang hear much about Mr. Margie's company?
2. What does Mr. Margie want to have a closer look at?
3. What does Mr. Margie think of the showroom?
4. How are some of the textiles?
5. Do you think they can establish business relations? Why?

Section Two Viewing

Task 4 Watch & Think

*Watch a movie clip from **Kong Fu Panda** twice and try to decide whether each of the following statements is true (T) or false (F).*

1. Po was eager to see the Furious Five.
2. Po was the only candidate for the dragon warrior.
3. Shifu thought that Po was the legendary dragon warrior.
4. Po's dad hoped that Po could make noodles like him.
5. Wugui had known who would be the dragon warrior before the tournament.

Task 5 Watch & Discuss

Watch again and try to answer the following questions after discussing with your partner.

1. What does Po's father want him to be when he grows up?
2. What do you think of Po?

Words and Expressions

souvenir	['su:vəniə]	n. 纪念品
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tournament	['tuənəmənt]	n. 比赛, 联赛, 锦标赛比赛
viper	['vaipə]	n. 毒蛇
crane	[krein]	n. 鹤
mantis	['mæntis]	n. 螳螂
warrior	['wɔ:riə]	n. 战士; 勇士
furious	['fjuəriəs]	adj. 狂怒的, 暴怒的, 猛烈的



Kong Fu Panda

Po: Almost there! What? No, no, no...

Shifu: Sorry, Po, we'll bring you back souvenir.

Po: No, I'll bring me back souvenir.

Shifu: It is a historic day, isn't it, Master Wugui?

Wugui: Yes, and I even felt I will not live to see...Are your students ready?

Shifu: Yes, Master Wugui.

Wugui: You know this, old friend; whoever I choose will not only bring peace to the valley, but also to you.

Host: Let's our tournament begins.

Po: No, no, no. Wait... come... Hey, open the door. Let me in!

Shifu: Citizens of the valley, please. It is my quite honor to present you tigress, viper, crane, monkey, mantis—the Furious Five!

Po: The Furious Five?

Shifu: Warriors, prepare...

Po: No, no, peek in a hole. The thousands tons of fire! Wow, look at there. Hey, get away.

Shifu: And finally! Master tigress, believe me, citizens, you've not seen anything yet.

Po: I know!

Shifu: Master tigress plays iron arms and the plates of death.

Wugui: I sense the dragon warrior is among us.



Shifu: Citizens of the valley of the peace. Master Wugui will choose the dragon Warrior.

Po: Oh... no, no, no, wait.

Dad: Po, what are you doing?

Po: What's it like we are doing? Stop, stop, I will go to see the dragon warrior.

Dad: Po, don't you understand? You finally had a noodle dream.

Po: I lied, I don't dream about noodles, dad, I love kung fu!!!

Dad: Oh, come on, son; let's get back to work.

Po: Ok.

Po: Oh, what's going on, where are? What are you pointing? Oh, ok, sorry. I just want to see who the dragon warrior was.

Wugui: How interesting it is!

Tigress: Master, are you pointing at me?

Po: Who?

Wugui: You.

Po: Me?

Wugui: The universe has brought us the dragon warrior!

Po: What?

The Furious Five: What?

Shigu: What?

Dad: What?

Shifu: Stop, wait, who called you to... Master Wugui, wait, that clumsy panda cannot possibly be the answer to our problem. You are about to point out tigress. That thing threw in front of her. That was just an accident.

Wugui: There are no accidents.

Tigress: Forgive us, master. We have failed you.

Shifu: No, if the panda has not quit by morning, then I will fail you.

Notes:

剧情简介: 故事发生在古代中国的和平谷, 熊猫阿波从小就对虎、蛇、鹤、猴、螳螂这“盛怒五杰”崇拜得五体投地, 他天天都梦想成为功夫高手。可阿波只是一间小面馆老板的儿子, 他体重超重, 而且是一点武功都不会的大懒虫, 除了满怀功夫热情做白日梦, 他最多也就能在面馆里混混日子。不料, 时逢强敌入侵, 谷中高人乌龟仙师掐指一算, 预感到江湖告急。谷中动物会议, 决定召开武林大会比武招贤, 推举出一位武林高手带领大家抵抗外敌。“功夫师傅”的五大护法高徒自然是当仁不让的候选人。熊猫阿波却在这当口无意闯



入比武大会的场地，更让和平谷动物们吃惊的是，不过是去凑热闹一睹偶像风采的阿波，竟误打误撞成为了乌龟仙师眼中的“龙战士”！在功夫师傅的训练下，熊猫阿波将肩负起拯救整个和平谷的使命，与邪恶势力的代表“太郎”决一死战。

Section Three Speaking

Task 6 Listen & Act

The following conversation is about how to establish business relations. Listen to it twice and try to act it out with your partner.

Li Ming: Good morning. This is Li Ming's office. Can I help you?

David Miller: Good morning. Could I speak to the Export Manager, please?

Li Ming: Speaking. Who's calling, please?

David Miller: This is David Miller from Walters Trading Company, calling from New York. I got your phone number from the Commercial Counselor's Office of the Chinese Embassy here. I learn that you are the leading exporter of Chinese arts and crafts.

Li Ming: That's right. What can I do for you?

David Miller: We are interested in stuffed animals made in China. These toys are sold very well here. We are a big supplier for the Northeast market here. I'm thinking that we'll have some business opportunities.

Li Ming: Yeah, I'm sure. How much do you know about your toys? Do you have anything you are particularly interested in?

David Miller: Oh, actually I have little information about your toys. I will really appreciate it if you can send me your catalogues and brochures.

Li Ming: Sure. We even have illustrated brochures.

David Miller: That's even better.

Li Ming: May I have your E-mail address so that I can mail them to you?

David Miller: Yes. Thank you. The address is ...

Task 7 Short Talk

Try to give a short talk on the topic of the introduction of a company according to the information given in the cue card.

**How can you introduce your company?**

- its name;
- its location;
- its products and quality;
- its reputation;
- ...

Task 8 Situational Dialogue

Try to make up a dialogue with your partner according to the information given in the cue card.

Cue Card A

Situation: Mr. Wilson, from Walters Trading Company, is going to establish business relations with China National Arts and Crafts Import and Export Corporation. The Export Manager Mr. Li comes to the hotel to pick him up at 8:30 in the morning. Now they are talking about the arrangements.

- **You are:**
Mr. Wilson
- **For the arrangements:**
Ask: If he is going to visit the company;
If he is going to visit a factory;
If he can visit a warehouse...

Cue Card B

Situation: Mr. Wilson, from Walters Trading Company, is going to establish business relations with China National Arts and Crafts Import and Export Corporation. The Export Manager Mr. Li comes to the hotel to pick him up at 8:30 in the morning. Now they are talking about the arrangements.

- **You are:**
Mr. Li
- **For the arrangements:**
Answer: Today's plan — firstly, go to the company and meet colleagues;



Tomorrow's plan —	secondly, have a meeting; finally, visit the factory in the suburbs of Beijing. firstly, go to Tianjin to visit another factory; secondly, visit a warehouse.
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Section Four Time for Fun

Task 9 Listen & Relax

*Listen to the English song **Say You Say Me** by following the lyrics below, and then sing it along.*

Say You Say Me

Say you, say me
Say it for always
That's the way it should be
Say you, say me
Say it together, naturally
I had a dream, I had an awesome dream
People in the park
Playing game in the dark
And what they played
Was a masquerade
But from behind the walls of doubt
A voice was crying out
Say you, say me
Say it for always
That's the way it should be
Say you, say me
Say it together, naturally
As we go down life's lonesome highway
Seems the hardest thing to do
Is to find a friend or two
That helping hand
Someone who understands



When you feel you've lost your way
 You've got someone there to say
 I'll show you oo, oo, oo
 Say you, say me
 Say it for always
 That's the way it should be
 Say you, say me
 Say it together, naturally
 So you think you know the answers
 Oh no!
 Well the whole world's got ya dancing
 That's right I'm telling you

It's time to start believing
 Oh Yes!
 Believe in who you are
 You are a shining star...oh
 Say you, say me
 Say it for always
 That's the way it should be
 Say you, say me
 Say it together, naturally

Useful phrases

- do business with /establish business relations with/conclude business with/trade with 与...建立业务关系
- expand /widen/restore/develop business relations with 与...扩大贸易关系
- cooperate with 与...合作
- trade reputations 贸易信誉
- Import and Export Corporation 进出口公司
- Commercial Counselor's Office 商务参赞处
- chamber of commerce 商会
- foreign trade policy 对外贸易政策



- current investment environment 目前投资环境
- the basis of equality 平等的基础

Useful sentence Patterns

- We've come to know your name and address from the Commercial Counselor's Office of the Chinese Embassy in London.
我们从中国驻伦敦大使馆的商务参赞处得知你们的名字和地址。
- We are willing to enter into business relations with your firm.
我们愿意与贵公司建立业务关系。
- Our mutual understanding and cooperation will certainly result in important business.
我们之间的相互了解与合作必将促成今后重要的生意。
- Your desire to establish business relations coincides with ours.
你方想同我方建立业务关系的愿望与我方是一致的。
- We are a big supplier for Northeast market here.
我们是这里东北地区市场的大供货商。
- These products are of great interest to us.
我们对这些产品非常感兴趣。
- May I have your address so that I can send you our export list?
能把您的地址告诉我以便寄上出口清单吗？
- Our products are of superior quality and favorable prices.
我们的产品质优价廉。
- Our products sell fast/well in all our major overseas markets.
我们的产品在主要国外市场上非常畅销。
- I'm sure this visit will contribute to the development of our relationship.
我相信这次访问会促进我们双方的关系。

Unit 2

Touring Factories

Lead-in

A factory tour is a free tour sponsored by the company providing the tour to promote their products, contrary to an escorted tour or a self-guided tour where there usually is a substantial cost involved because they are businesses within themselves.

These manufacturing companies that offer these factory tours think of it as public relations. While most factory tours are free, some do charge a small fee. Most factory tours have a definite daily schedule, while some require an appointment (especially for large groups). Sometimes factory tours are associated with or an extension of a museum. Many times, at the conclusion of a factory tour, the company even gives away samples of their products or has reduced “factory prices”.

Section One Intensive Listening

Task 1 Listening Focus

Listen carefully and then fill in the corresponding blanks according to the five short sentences you'll hear. Each sentence will be read twice.

1. We might start our visit from the _____.
2. It takes _____ to drive from the hotel to the plant.
3. The plant is quite _____.
4. The two companies are likely to establish a long-term _____.
5. Mr. James Rogers is the _____ of our corporation.

Task 2 Listening Practice

A. Mini-dialogues

Listen to the following five mini-dialogues and then choose the best answer to each of the



questions you'll hear. Each dialogue and question will be read twice.

Words and Expressions

anniversary	[,æni'vɜ:səri]	n. 周年纪念
associate	[ə'səʊʃieit]	n. 同伴
helmet	['helmit]	n. 头盔
specialize	['speʃəlaiz]	v. 专注于

Dialogue 1

- | | |
|------------------------|------------------------|
| a. Some day this week. | b. Today. |
| c. Tomorrow. | d. Some day next week. |

Dialogue 2

- | | |
|---------------------|------------------------|
| a. In the late 70s. | b. About 40 years ago. |
| c. In 1970. | d. We don't know. |

Dialogue 3

- | | |
|--|-----------------------------------|
| a. To discuss about the products. | b. To arrange a tour of the city. |
| c. To set the time for their discussion. | d. To visit the factory. |

Dialogue 4

- | | |
|------------------------------|--|
| a. To keep safe. | b. To ensure products quality. |
| c. To protect their clothes. | d. To meet the demands of the factory. |

Dialogue 5

- | | |
|--------------------------|------------------|
| a. Machine-made carpets. | b. Hand-carpets. |
| c. Traditional patterns. | d. Design. |

B. Conversations

Listen to the following conversations twice and then for each question below, choose the best answer from the four choices given.

Question 1 and 2 are based on Conversation 1.

Conversation 1

Words and Expressions



block	[blɒk]	n. 大楼
administrative	[əd'ministrətɪv]	adj. 行政的
gross	[grəʊs]	adj. 总共的
warehouse	['weəhaʊs]	n. 仓库

1. How much does the company spend on development every year?

- a. About 3%-4% of the gross sales.
- b. About 34% of the gross sales.
- c. About 3.4% of the gross sales.
- d. Not mentioned.

2. Why does the company keep a stock of the faster moving items?

- a. To enlarge the size of the company.
- b. To meet urgent orders.
- c. To place orders.
- d. To get orders delivered immediately.

Questions 3 to 5 are based on Conversation 2.

Conversation 2

Words and Expressions

assembly	[ə'sembli]	n. 装配
welding	['weldɪŋ]	n. 焊接
lacquer	['lækə]	n. 漆
spray	[spreɪ]	v. 喷
manpower	['mænpaʊə]	n. 人力
mechanization	['mekənai'zeɪʃən]	n. 机械化

3. What are they doing?

- a. Talking with the workers and staff members.
- b. Watching robots work.
- c. Visiting the automobile assembly workshop.
- d. Having a tour around the factory.

4. What do robots do in the workshop?

- a. Welding.
- b. Lacquer spraying.
- c. Quality control.
- d. All of the above.

**5. Which of the following statements is NOT true?**

- The workshop is quite big.
- There are about 700 workers and staff members in the workshop.
- They use robots to do a lot of work in the assemble line.
- All the work is done by robots in the workshop.

C. Passage

Listen to the following passage three times and then complete it by filling in the missing words.

Words and Expressions

estate

[i'steit]

n. 旅行轿车

The DaimlerChrysler Bremen plant covers 300 1_____and is about 8km from the city centre. It employs 16,000 people, of whom 5% are women. They make the 2_____drive C class, C class estate, CLK, SL and SLK in this plant, more than 3_____cars in a year, more than 1,000 a day. 50% of the cars produced are silver, 20% are black with the rest being all the other colors.

What you notice most in the plant is the 4_____of people and the huge number of robots. The role of people is much more to 5_____and control rather than do the work.

Task 3 Listen & Discuss

Listen to the conversation three times and try to answer the following questions after discussing with your partner.

Words and Expressions

exhibit

[ig'zibit]

v. 展览

domestic

[də'mestik]

adj. 国内的

- How long has the factory been in textile business?
- Why has the textile business become more difficult?
- Where are the products exported?
- What does the woman think of the products?
- What does the woman take for the products?



Section Two Viewing

Task 4 Watch & Think

Watch a movie clip from **Charlie and the Chocolate Factory** twice and try to decide whether each of the following statements is true (T) or false (F).

1. Willy Wonka is very curious about the children's identities.
2. Workers in the factory have to wear more to keep warm.
3. The door is kept small in order to make chocolate flow through it quickly.
4. It is the only factory in the world that uses waterfall to mix chocolate.
5. All the chocolate is carried through pipes all over the factory.

Task 5 Watch & Discuss

Watch again and try to answer the following questions after discussing with your partner.

1. What is the use of the waterfall in the factory?
2. Who do you think is most likely to win the special prize? Why?

Words and Expressions

parasitic	[ˌpærə'sitik]	adj. 寄生的, 靠他人为生的
copycat	['kɒpikæt]	n. 盲目的模仿者, 无主见的家伙
cad	[kæd]	n. 卑鄙的男人, 无赖
toasty		adj. 暖和舒适的, 暖融融的
verruca	[ve'ru:kə]	n. [医] 疣, 赘肉
wart	[wɔ:t]	n. (皮肤上的) 疣, 瘰子
crack	[kræk]	v. 破解, 解开 (难题等); 使爆裂
chocolatey		adj. 巧克力的; 似巧克力的
waterfall	['wɔ:təfɔ:l]	n. 瀑布
churn	[tʃə:n]	v. 搅拌, 搅动; n. 搅乳器
suck up		吸收 (吸尽, 吸取)
blade	[bleid]	n. 叶片, 叶身; 刀刃
delectable	[di'lektəbl]	adj. 好吃的, 使人愉快的
cannibalism	['kænibəlizəm]	n. 食人族, 吃人; 残忍的行为
frown upon		不赞成, 不以为然



Charlie and the Chocolate Factory

- Willy Wonka: “Good morning, starshine. The Earth says hello.” “Dear guests, greetings. Welcome to the factory. I shake you warmly by the hand. My name is Willy Wonka.”
- Veruca Salt: Then shouldn’t you be up there?
- Willy Wonka: I couldn’t very well watch the show from up there, now, could I, little girl?
- Grandpa Joe: Mr. Wonka, I don’t know if you’ll remember me but I used to work here in the factory.
- Willy Wonka: Were you one of those despicable spies who tried to steal my life’s work and sell it to parasitic, copycat, candy-making cads?
- Grandpa Joe: No, sir.
- Willy Wonka: Then wonderful. Welcome back. Let’s get a move on, kids.
- Augustus Gloop: Don’t you want to know our names?
- Willy Wonka: Can’t imagine how it would matter. Come quickly. Far too much to see. Just drop your coats anywhere.
- Teavee’s Dad: Mr. Wonka? Sure is toasty in here.
- Willy Wonka: What? I have to keep it warm in here. My workers are used to an extremely hot climate. They just can’t stand the cold.
- Charlie: Who are the workers?
- Willy Wonka: All in good time. Now....



- Violet Beauregarde: Mr. Wonka, I'm Violet Beauregarde.
- Willy Wonka: I don't care.
- Beauregarde: Well, you should care. Because I'm gonna win the special prize at the end.
- Willy Wonka: Well, you do seem confident, and confidence is key.
- Veruca Salt: I'm Veruca Salt. It's very nice to meet you, sir.
- Willy Wonka: I always thought a verruca was a type of wart... ...you got on the bottom of your foot.
- Augustus Gloop: I am Augustus Gloop. I love your chocolate.
- Willy Wonka: I can see that. So do I. I never expected to have so much in common. You. You're Mike Teavee. You're the little devil who cracked the system. And you. Well, you're just lucky to be here, aren't you? And the rest of you must be their...
- Beauregarde's Dad: Parents.
- Willy Wonka: Yeah. Moms and dads. Dad? Papa? Okay, then. Let's move along.
- Augustus Gloop: Would you like some chocolate?
- Charlie: Sure.
- Augustus Gloop: Then you should've brought some.
- Veruca Salt: Let's be friends.
- Violet Beauregarde: Best friends.
- Willy Wonka: An important room, this. After all, it is a chocolate factory.
- Mike Teavee: Then why is the door so small?
- Willy Wonka: That's to keep all the great big chocolatey flavor inside. Now, do be careful, my dear children. Don't lose your heads. Don't get overexcited. Just keep very calm.
- Charlie: It's beautiful.
- Willy Wonka: What? Oh, yeah, it's very beautiful. Every drop of the river is hot, melted chocolate of the finest quality. The waterfall is most important. Mixes the chocolate. Churns it up. Makes it light and frothy. By the way... no other factory in the world mixes its chocolate by waterfall, my dear children. And you can take that to the bank.
- Willy Wonka: People. Those pipes suck up the chocolate and carry it away all over the factory. Thousands of gallons an hour. Yeah. And do you like my meadow? Try some of my grass. Please have a blade. Please do. It's so



delectable and so darn good-looking.
Charlie: You can eat the grass?
Willy Wonka: Of course you can. Everything in this room is eatable. Even I'm eatable. But that is called cannibalism, my dear children and is, in fact, frowned upon in most societies. Yeah. Enjoy.

Notes:

《查理和巧克力工厂》是根据罗尔德·达尔的经典同名小说改编而成的。影片讲述了一个巧克力工厂厂长和 5 个孩子的故事。查理·布克特是一个善良的小男孩，他出生在一个大型巧克力工厂附近一个贫穷的家庭。巧克力工厂的厂长威利·王卡为了寻找一个可靠的、值得依赖的继承人，举办了一次抽奖活动，他把 5 个金色奖券藏在巧克力里面。查理和另外 4 个淘气的孩子幸运地获得了这 5 个金色奖券，并获得参观这个充满神秘色彩的巧克力工厂的资格。于是，几个孩子来到了这个已经 15 年没有人参观过的古怪工厂，经历了一次神秘莫测的冒险。

Section Three Speaking

Task 6 Listen & Act

The following conversation is about a factory tour. Listen to it twice and try to act it out with your partner.

Words and Expressions

edge

[edʒ]

n. 优势

literature

['lɪtərətʃə]

n. 小册子; 传单

- A: It was very kind of you to give me a tour of the place. It gave me a good idea of your product range.
B: It's a pleasure to show our factory to our customers. What's your general impression, may I ask?
A: Very impressive, indeed, especially the speed of your NW Model.
B: That's our latest development. A product with high performance. We put it on the market just two months ago.
A: The machine gives you an edge over your competitors, I guess.



B: Certainly. No one can match us as far as speed is concerned.

A: Could you give me some brochures for that machine? And the price if possible.

B: Right. Here is our sales catalogue and literature.

A: Thank you. I think we may be able to work together in the future.

Task 7 Short Talk

Try to give a short talk on the topic of touring factories according to the information given in the cue card.

Show others around your factory:

Tell them:

- its name;
- its location;
- scale and workers;
- main products;
- its market ...

Task 8 Situational Dialogue

Try to make up a dialogue with your partner according to the information given in the cue card.

Cue Card A

Situation: An American firm considers using a Chinese factory to manufacture its bicycles. The Chinese manufacturer is showing the American businessman around to get to know the company.

- **You are:**
Chinese Manufacturer, Mr. Chou
- **During the tour:**
Ask the customer about the impression towards the company;
Talk about the advantages of being small;
Start the plant tour from the production line;
Answer the questions raised by Mr. Kraft...



Cue Card B

Situation: An American firm considers using a Chinese factory to manufacture its bicycles.

- **You are:**

American businessman, Mr. Kraft

- **During the tour:**

The customer's response:

The plant is much smaller than he expected;

Agree with the manufacturer and give examples of their unhappy experience with some big manufacturers;

Ask some questions about the production line and quality control...

Section Four Time for Fun

Task 9 Listen & Relax

Listen to the English Tongue Twisters below, and then read it along.

1. Two tiny tigers take two taxis to town.
2. Peter piper picked a peck of pickled peppers.
3. Betty beat a bit of butter to make a better batter.
4. I know. You know. I know that you know. I know that you know that I know.
5. How many sheets could sheet slitter slit if a sheet slitter could slit sheets?

Useful Phrases

- factory director 厂长
- flow production 大量生产
- sell like hotcakes 热销
- quality control 质量管理
- working conditions 工作环境
- yearly production 年产量
- packing department 包装部
- research center 研究中心
- production facilities 生产设备



Useful Sentence Patterns

- Let me give you this list of departments first.
我先给你这份各个部门的列表。
- Next to each department is its location and the name of the manager.
在每个部门的旁边都标有其具体的位置和经理的姓名。
- What do you think of our plants?
你对我们工厂的印象如何?
- The plants are so modern while the workers are so diligent.
所有的工厂都很现代化, 而且工人们也很勤劳。
- I was impressed very much with them.
他们给我留下了很深的印象。
- We're interested in learning about your food-making and packaging process.
我们想向你们学习食品加工和包装过程。
- It was very kind of you to give me a tour of the plant.
谢谢你陪同我参观工厂。
- You will surely know the products better after the visit.
参观工厂后你对我们的产品肯定会更了解。
- Please let us know when you will be free so that we can arrange the tour for you.
请告诉我们你们什么时候有空, 我们好作安排。
- Does the plant work with everything from the raw material to the finished product?
从原料到成品都是工厂自己生产吗?

Unit 3

Trade Fair

Lead-in

A trade fair (trade show or expo) is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent trends and opportunities. Some trade fairs are open to the public, while others can only be attended by company representatives (members of the trade) and members of the press, therefore trade shows are classified as either “Public” or “Trade Only”. They are held on a continuing basis in virtually all markets and normally attract companies from around the globe. For example, in the U.S. there are currently over 2,500 trade shows held every year, and several online directories have been established to help organizers, attendees, and marketers identify appropriate events.

Section One Intensive Listening

Task 1 Listening Focus

Listen carefully and then fill in the corresponding blanks according to the five short sentences you'll hear. Each sentence will be spoken twice.

1. Some of the _____ are fine in quality and beautiful in design.
2. The trade fair offers a good opportunity to introduce _____.
3. Trade fairs are effective to make _____ contacts and sales or purchases.
4. We can know _____ from different businesses in the trade show.
5. Most companies mainly care about the _____ of their stand.

Task 2 Listening Practice

A. Mini-dialogues

Listen to the following five mini-dialogues and then choose the best answer to each of the questions you'll hear. Each dialogue and question will be read twice.



Words and Expressions

establish	[is'tæbliʃ]	v. 使人接受
desktop	['desktp]	n. 台式机
essential	[i'senʃəl]	n. 必需品

Dialogue 1

- a. Just before the fair.
- b. Five months in advance.
- c. Eight months in advance.
- d. One year in advance.

Dialogue 2

- a. Establishing the company.
- b. Making contacts for the future.
- c. Learning more about a market and its consumers.
- d. All of the above.

Dialogue 3

- a. Students.
- b. Big business users.
- c. Small and medium business users.
- d. Family.

Dialogue 4

- a. Fine quality products.
- b. Valuable things.
- c. Modern and fashionable things.
- d. Traditional things.

Dialogue 5

- a. Jeans.
- b. Wool sweaters.
- c. Sports shoes.
- d. Silk sweaters.

B. Conversations

Listen to the following conversations twice and then for each question below, choose the best answer from the four choices given.

Question 1 and 2 are based on Conversation 1.

Conversation 1

Words and Expressions

booth	[bu:ð]	n. 摊位
-------	--------	-------



registration

[ˌredʒɪs'treɪʃən]

n. 注册

1. How does Mr. Smith know the fair?

- a. The staff of the fair told him.
- b. His friend told him.
- c. He saw it in the Financial Times.
- d. His partner told him.

2. Where can Mr. Smith find the address?

- a. In the Financial Times.
- b. In the registration form.
- c. In a newspaper.
- d. On their web page.

Questions 3 to 5 are based on Conversation 2.

Conversation 2

Words and Expressions

commission

[kə'mɪʃən]

n. 佣金

3. What's the man interested in?

- a. Coats.
- b. Jeans.
- c. Sweaters.
- d. Nothing.

4. How much commission does the man want to get?

- a. 5 percent.
- b. 3 percent.
- c. 4 percent.
- d. 9 percent.

5. What will the man get tomorrow morning?

- a. FOB price and the percentage of commission.
- b. CIF price and the percentage of commission.
- c. FOB price and CIF price.
- d. All of the above.

C. Passage

Listen to the following passage three times and then complete it by filling in the missing words.

Words and Expressions

telecommunication

['telɪkəmjʊ:ni'keɪʃən]

n. 电信



networking	['netwə:kiŋ]	n. 网络体系
accommodation	[ə,kɒmə'deɪʃən]	n. 住宿
manual	['mænjuəl]	n. 手册

Trade fairs often involve a 1_____marketing investment by participating companies. Costs include space rental, design and construction of trade show displays, telecommunications and networking, travel, accommodations, and 2_____literature and items to give to attendees. In addition, costs are incurred at the show for services such as electrical, booth cleaning, and internet services.

Consequently, cities often promote trade shows as a means of 3_____development.

Exhibitors attending the event are required to use an exhibitor manual or online exhibitor manual to order their required services and complete any necessary paperwork such as health and safety 4_____.

An increasing number of trade fairs are happening online, and these events are called virtual tradeshow. They are increasing in 5_____due to their relatively low cost and because there is no need to travel whether you are attending or exhibiting.

Task 3 Listen & Discuss

Listen to the conversation three times and try to answer the following questions after discussing with your partner.

Words and Expressions

compliment	['kɒmplɪmənt]	n. 赞美
------------	---------------	-------

1. What does Mr. Smith think of Lee's booth?
2. Where does Mr. Smith come from?
3. What do Mr. Smith and Lee hope to do in the future?
4. What's Mr. Smith planning to do after the trade fair?
5. What's Zhejiang province famous for?

Section Two Viewing

Task 4 Watch & Think

*Watch a movie clip from **The Proposal** twice and decide whether each of the following*



statements is true (T) or false (F).

1. Andrew's dream of promotion is closely related to Margaret.
2. Somebody has discovered the secret of their marriage.
3. They are scheduled to meet Andrew's parents in Alaska.
4. Andrew is joking about his desire to be an editor to trap the interviewer.
5. Margaret never thought that she was treated deceivably by Andrew.

Task 5 Watch & Discuss

Watch again and try to answer the following questions after discussing with your partner.

1. What punishment would Andrew face if the immigration office found they were cheating?
2. How do you think the story will develop?

Words and Expressions

guaranteed	[ˈɡærən'ti:d]	adj. 必定的; 肯定的
latte	[l'ætei]	n. 拿铁咖啡
allotment	[ə'lɒtmənt]	n. 分配; 分派
wagon	['wæɡən]	n. 四轮马车; 货车
hitch	[hitʃ]	n. 套住; 钩住
citizenship	['sitizənʃɪp]	n. 国籍; 市民身份
immigration	['imi'ɡreɪʃən]	n. 移民; 移居
fiancé	[fi'ɒnsei]	n. 未婚夫; 未婚妻
visa	['vi:zə]	n. 签证
fraud	[frɔ:d]	n. 欺骗; 诈骗
deportation	['di:pɔ:'teɪʃən]	n. 驱逐出境
disgruntled	[dis'ɡrʌntld]	adj. 不高兴的; 不满的
felony	['feləni]	n. 重罪
federal	['fedərəl]	adj. 联邦的
vegan	['vi:gən]	n. 严格的素食主义者
clammy	['klæmi]	adj. 又潮又黏的
creamy	['kri:mi]	adj. 奶油色的; 含乳脂的
manuscript	['mænɪʊskript]	n. 手稿; 原稿
sarcasm	['sa:kæzəm]	n. 挖苦; 讽刺



- Margaret: What?
- Andrew: I don't understand what's happening.
- Margaret: Relax. This is for you, too.
- Andrew: Do explain.
- Margaret: They were going to make Bob chief.
- Andrew: So naturally I would have to marry you.
- Margaret: And what's the problem? Like you were saving yourself for someone special?
- Andrew: I like to think so. Besides, it's illegal.
- Margaret: They're looking for terrorists, not for book publishers.
- Andrew: Margaret.
- Margaret: Yes?
- Andrew: I'm not gonna marry you.
- Margaret: Sure you are. Because if you don't marry me, your dreams of touching the lives of millions with the written word are dead. Bob is gonna fire you the second I'm gone. Guaranteed. That means you're out on the street alone looking for a job. That means all the time that we spent together, all the lattes, all the canceled dates, all the midnight Tampax runs, were all for nothing and all your dreams of being an editor are gone. But don't worry, after the required allotment of time, we'll get a quickie divorce and you'll be done with me. But until then, like it or not, your wagon is hitched to mine. OK?
- Margaret: Phone.
- (USCIS U.S. Citizenship and Immigration Services)



- Margaret: This way.
- Andrew: Margaret.
- Margaret: Come on.
- Andrew: The line...
- Officer: Next, please.
- Margaret: Ooh, ooh. Just, uh... Sorry, I just need to ask him something. I need for you file this fiancé visa for me, please.
- Officer: Miss Tate?
- Margaret: Yes.
- Officer: Please, come with me.
- Another clerk: Yes, ma'am, I understand that. We're backed up...
- Andrew: I have a bad feeling about this.
- Gilbertson: Hi. Hello. Hi. I'm Mr. Gilbertson.
- Margaret: Ah!
- Gilbertson: And you must be Andrew, and you must be...Margaret.
- Margaret: Margaret.
- Gilbertson: Sorry about the wait. It's a, uh, crazy day today.
- Margaret: Oh, of course, of course. We understand. And I can't tell you how much we appreciate you seeing us on such short notice.
- Gilbertson: OK. Buh, buh, buh, buh, So, I have one question for you. Are you both committing fraud to avoid her deportation so she can keep her position as editor in chief at Colden Books?
- Andrew: That's ridiculous.
- Margaret: Where did you hear that?
- Gilbertson: We had a phone tip this afternoon from a man named...
- Margaret: Would it be Bob Spaulding?
- Gilbertson: Bob Spaulding.
- Margaret: Bob. Poor Bob. I am so sorry. Bob is nothing but a disgruntled former employee. And I apologize. But we know you're incredibly busy with a room full of gardeners and delivery boys to tend to. If you just give us our next step, we will be out of your hair and on our way.
- Gilbertson: Miss Tate, please. Let me explain to you the process that's about to unfold. Step one will be a scheduled interview. I'll put you each in a room, and I'll ask you every little question that a real couple would know about each other. Step two, I



dig deeper. I look at your phone records, I talk to your neighbors, I interview your coworkers. If your answers don't match up at every point, you will be deported indefinitely. And you, young man, will have committed a felony...punishable by a fine of \$250, 000 and a stay of five years in federal prison.

Gilbertson: So, Andrew. You wanna...you want to talk to me?

Gilbertson: No? Yes?

Andrew: The truth is ... Mr. Gilbertson, the truth is...Margaret and I...are just two people who weren't supposed to fall in love. But did. We couldn't tell anyone we work with because of my big promotion that I had coming up.

Gilbertson: Promotion?

Andrew: Yes.

Margaret: Your?

Andrew: We...we both felt, uh...that it would be deeply inappropriate if I was to be promoted to editor.

Margaret: Editor. Mmm-hmm...

Andrew: while we were...

Gilbertson: So... Have the two of you told your parents about your secret love?

Margaret: Oh, I...impossible. My parents are dead. No brothers or sisters either.

Andrew: Gone.

Gilbertson: Are your parents dead?

Margaret: Oh, no, his are very much alive.

Andrew: No...

Margaret: Very much. They're, ah...Well, we were gonna tell them this weekend. Gammy's 90th birthday, and the whole family's coming together. And we thought it'd be a nice surprise.

Gilbertson: And where is this surprise gonna take place?

Margaret: At Andrew's parents' house.

Gilbertson: Where is...where is that located again?

Margaret: Um...Why am I doing all the talking? It's your parents' house. Why don't you tell him where it is. Jump in.

Andrew: Sitka.

Margaret: Sitka.

Andrew: Alaska.



- Margaret: Alaska?
- Gilbertson: You're gonna go to Alaska this weekend?
- Andrew: Yeah.
- Margaret: Yes, yes. We are going to Alaska. Alaska, that's where...that's where my little...that's where my Andrew's from.
- Gilbertson: OK. Fine. I see how this is gonna go. I will see you both at 11:00 Monday morning for your scheduled interview, and your answers better match up on every account.
- Andrew: Thank you.
- Margaret: Hello?
- Gilbertson: I'm looking forward to this one.
- Andrew: We're looking forward to this one. Thank you.
- Gilbertson: Gonna be fun. I'll be checking up on you.
- Andrew: You got it.
- Margaret: OK...so, what's gonna happen is we will go up there. We will pretend like we're boyfriend and girlfriend, tell your parents we're engaged. Uh, use the miles for the tickets. I guess I will pop for you to fly first class. But make sure you use the miles. If we don't get the miles, we're not doing it. Oh, and please confirm the vegan meal, OK? Cause last time they actually gave it to a vegan, and they, uh...forced me to eat this clammy, warm, creamy salad thing, which was...Hey, I'm...Why aren't you taking notes?
- Andrew: I'm sorry. Were you not in that room?
- Margaret: What? What? Oh! Oh! The thing you said about being promoted? Genius! Genius. He completely fell for it.
- Andrew: I was serious. I'm looking at a \$250,000 fine and five years in jail. That changes things.
- Margaret: Promote you to editor? No, no way.
- Andrew: Then I quit, and you're screwed. Bye-bye, Margaret.
- Margaret: Andrew!
- Andrew: It really has been a little slice of heaven.
- Margaret: Andrew, Andrew! Fine, fine. I'll make you editor. Fine. If you do the Alaska weekend and the immigration interview, I will make you editor. Happy?
- Andrew: And not in two year. Right away.
- Margaret: Fine.



Andrew: And you'll publish my manuscript.
Margaret: Ten thousand copy first...
Andrew: Twenty thousand copies, first run. And we'll tell my family about our engagement when I want and how I want. Now, ask me nicely.
Margaret: Ask you nicely what?
Andrew: Ask me nicely to marry you, Margaret.
Margaret: What does that mean?
Andrew: You heard me. On your knee.
Margaret: Fine. Does this work for you?
Andrew: Oh, I like this. Yeah.
Margaret: Will you marry me?
Andrew: No. Say it like you mean it.
Margaret: Andrew?
Andrew: Yes, Margaret?
Margaret: Sweet Andrew?
Andrew: I'm listening.
Margaret: Would you please, with cherries on top, marry me?
Andrew: OK. I don't appreciate the sarcasm, but I'll do it. See you at the airport tomorrow.
Margaret: Good.

Notes:

由加拿大移民至美国的玛格丽特是一个强势的图书编辑，事业上有着勃勃的野心。然而，现在却面临着移民局的限期遣返令。为了能够留在美国，她逼迫自己的助理安德鲁与其上演一出假结婚的好戏来取得合法的美国绿卡。安德鲁在上司面前一向怯懦，这回也别无选择只好就范。于是，这一对假夫妻开始了解互相的家庭、过去、喜好，精心地准备一场盛大的婚礼。而与此同时，玛格丽特和安德鲁之间似乎也产生了一种微妙的感觉……

Section Three Speaking

Task 6 Listen & Act

The following conversation is about attending a fair. Listen to it twice and try to act it out with your partner.



Words and Expressions

fabulous

['fæbjuləs]

极好的；极为巨大的

notarize

['nəutəraiz]

v. 公证

A: Hello! Welcome to the 5th International Tea Fair.

B: Thank you. I'm from China Tea Marketing Association. Here is my name card.

A: Glad to meet you, Mr. Wang. This tea fair will attract businessmen all over the world.

B: Thank you for providing us with such a good opportunity to meet so many friends.

A: Here are some documents about the fair. And let me show you around.

B: That's fabulous! Is there any way that we could have a spot in the middle?

A: Yes. But it costs \$ 200 more.

B: Thanks! I believe it is perfect for us to meet our friends here. Then where can I fill the form and turn in the ID card?

A: Just beside the gate of the hall. Our staff work from 8 a.m. to 9 p.m. today.

B: I'd like to reserve it as soon as possible. Thank you!

A: You are welcome. By the way, the signed copy reserving you a space will be notarized and then mailed to you.

B: That's OK. Thank you!

Task 7 Short Talk

Try to give a short talk on the topic of a trade fair according to the information given in the cue card.

Small businesses should attend a trade fair

- benefits of attending a trade fair for small businesses;
- possible difficulties to attend a fair;
- what they should do ahead;
- ...

Task 8 Situational Dialogue

Try to make up a dialogue with your partner according to the information given in the cue card.

Cue Card A



Situation: Jason and Cathy are talking about Expo 2010 in Shanghai.

- **You are:**
Jason
- **You ask:**
the influence of Expo 2010 on the world;
the theme of Expo 2010;
Kathy's ideas of the theme;
whether Shanghai is competent for the exposition.

Cue Card B

Situation: Jason and Cathy are talking about Expo 2010 in Shanghai.

- **You are:**
Kathy
- **Answer questions raised by Jason.**

Section Four Time for Fun

Task 9 Listen & Relax

*Listen to the English poem **The Rose in the Wind** below, and then read it along.*

The Rose in the Wind

James Stephens

Dip and swing,
lift and sway;
dream a life,
in a dream, away.

Like a dream
in a sleep
is the rose
in the wind;



and a fish
in the deep;
and a man
in the mind;

dreaming to lack
all that is his;
dreaming to gain
all that he is.

dreaming a life,
in a dream, away
dip and swing,
lift and sway.

Useful Phrases

- | | |
|--------------------------------|------------|
| • commodity fair | 商品交易会 |
| • exhibition period | 展出期间 |
| • items on display/exhibit | 展品 |
| • the 10 th Session | 第 10 届 |
| • booth rental | 场地租金 |
| • make the display | 布置展场 |
| • the Ministry of Commerce | 商务部 |
| • exhibition hall | 展览馆 |
| • reception room | 接洽处 |
| • Canton Fair/Guangzhou Fair | 广州交易会（广交会） |

Useful Sentence Patterns

- Is this your first visit to the Fair?
这是您第一次来参观这个交易会吗？
- The purpose of my participation in the Fair is to explore the possibilities of establishing trade relations with your corporations.



我来参加交易会的目的就是寻找与贵方的公司建立贸易关系的可能性。

- To my surprise, I found a wide variety of articles, some of which, I should say, could be found a ready market in my country.

令我出乎意料的是，我发现展品丰富多样，我想其中一些产品在我国市场上会找到销路。

- Trade fairs can be extremely effective for making face-to-face contacts and sales or purchases and identifying suppliers.

展销会对于进行面对面接触以及销售或购买、辨别供应商的身份等方面来说都是极其有效的。

- Is there any way that we could have a spot in the middle?

有没有办法帮我们找一个中间的展位呢？

- We have brochures, business cards, and even color samples and the catalogues.

我们有小手册和名片，甚至还准备了彩色样本和目录。

- I wonder if you can give me more information about this computer model you're showing?

我想你能否多给我一些你们正在展示这一型号计算机的资料？

- Would you like a packet of our promotional literature?

您愿意要一套我们的宣传资料吗？

- Would you like to have a look at our showroom?

你想参观一下我们的展室吗？

- If everyone contributes a little, the World Expo will be a success.

只要人人都贡献一点儿力量，世博会肯定会取得成功。

Unit 4

Making Inquiries

Lead-in

In foreign trade, inquiries are usually made by the buyers without engagement to get information about the goods to be ordered, such as price, catalogues, delivery dates and other terms. It is essential in making inquiries to consider which regions the inquiries are to be sent, and how many suppliers are to be approached in one and the same region. Failure to take the relevant situation into consideration would lead to an adverse effect on future transactions.

Section One Intensive Listening

Task 1 Listening Focus

Listen carefully and then fill in the corresponding blanks according to the five short sentences you'll hear. Each sentence will be read twice.

1. It's better for you to accept our _____.
2. A British company had sent _____ to China National Silk Corporation.
3. The Mid-east countries need a large amount of _____.
4. The future inquiries will be transferred to _____, they promised.
5. This is the best price I can _____ you.

Task 2 Listening Practice

A. Mini-dialogues

Listen to the following five mini-dialogues and then choose the best answer to each of the questions you'll hear. Each dialogue and question will be read twice.



Words and Expressions

quotation	[kwəu'teɪʃən]	n. 报价, 牌价, 行情
sample	['sæmpl]	n. 样品, 样本
evaluation	[i,vælju'eɪʃən]	n. 估价, 评价
specification	[,spesifi'keɪʃən]	n. 规格, 详述, 详细说明书

Dialogue 1

- a. It depends on the quality.
- b. It depends on the quantity.
- c. It depends on the manager.
- d. They need time to calculate.

Dialogue 2

- a. Only if the price is acceptable.
- b. When she tells her manager.
- c. When she has enough money.
- d. She hopes to order the product as soon as possible.

Dialogue 3

- a. Nobody knows until Friday.
- b. They can all be supplied, except item 3.
- c. That's impossible to be all supplied.
- d. It depends.

Dialogue 4

- a. The quotation.
- b. The E-mail.
- c. The inquiry sheet.
- d. The samples.

Dialogue 5

- a. Yellow silk.
- b. Hangzhou silk.
- c. Suzhou silk.
- d. Raw silk.

B. Conversations

Listen to the following conversations twice and then for each question below, choose the best answer from the four choices given.



Question 1 and 2 are based on Conversation 1.

Conversation 1

Words and Expressions

CIF	是由 Cost, Insurance and Freight 三个单词的第一个字母大写组成, 中文意思为成本加保险费加运费(指定目的港), 即: 到岸价。	
shipment	['ʃɪpmənt]	n. 装载的货物; 装运, 装船

1. Who gives the inquiry list?

- a. Raymond.
- b. Christina.
- c. Nobody knows.
- d. The manager.

2. What specific requirements does the customer have for the delivery time?

- a. He needs a shipment before June, and sends the goods in time.
- b. He hopes they can send the good in time.
- c. They have different kinds of designs.
- d. All of the above.

Questions 3 to 5 are based on Conversation 2.

Conversation 2

Words and Expressions

wheel loader		轮式装载机
freight	[freɪt]	n. 船货, 运费, 货运
copier	['kɒpiə]	n. 复印机, 印刷器
customs duty		关税

3. What does the man think of the price at last?

- a. He thinks these products are fine, but doesn't like the price.
- b. He is satisfied with the price at last.
- c. He always thinks the price is very favorable.
- d. The price sounds reasonable, but he can't make a decision because he must discuss it with his boss.



4. What does the price list include?

- a. The freight company's commission for packing and shipping.
- b. Customs duties.
- c. Shipping costs.
- d. All of the above.

5. Where will the goods be sent to?

- a. San Francisco.
- b. Chicago.
- c. Los Angeles.
- d. Not mentioned.

C. Passage

Listen to the following passage three times and then complete it by filling in the missing words.

Words and Expressions		
transaction	[træn'zækʃən]	n. 交易, 业务
specification	[,spesifi'keɪʃən]	n. 规格; 规格说明

An inquiry is a start in business transactions and it means to ask if the exporter can supply the goods she/he is interested in. In this sense, inquiry means asking. A great number of business transactions start with inquiry. To the 1 _____ an inquiry is important, because it often establishes a new and perhaps very valuable 2 _____. Actually the importer is in a favorable position, because the firm who gets the inquiry will be very pleased to help or to cooperate. When the exporter receives such an inquiry, she/he will reply whether or not she/he can 3 _____ the goods. If she/he can, she/he will send the importer the specifications, the price and other details of the product.

When making an inquiry, begin with the question or questions you want to ask, your reader then knows at once what your inquiry is about. Keep your inquiry short and to the point; say what needs to be said and then stop. For instance, you want general information, a catalogue or price list, a sample, a quotation, an 4 _____ and so on. Then you just say that much and no more.

One paragraph should only concern one question. If you have several questions, do remember to write them in several paragraphs. Sometimes, inquiries follow the wish to 5 _____ business relations, thus there may be no individual inquiry letters.



Task 3 Listen & Discuss

Listen to the conversation three times and try to answer the following questions after discussing with your partner.

Words and Expressions

walnut	['wɔ:lnʌt]	n. 核桃
alcoholic	[.ælkə'hɒlik]	a. (含)酒精的; 由酒精引起的
beverages	['bevərɪdʒ]	n. 饮料
kernels	['kə:nl]	n. 果仁; 核心
FOB	是 Free On Board 三个单词的第一个字母大写组成, 习惯称为装运港船上交货, 即: 离岸价。	
metric	[metrik]	adj. 米制的, 公制的
inventory	['ɪnvəntəri]	n. 存货清单; 详细目录

1. What kind of product is Mr. Merton interested in most?
2. How much money does each metric ton of peanut sell?
3. How do walnut meat and peanut sell?
4. Which price does Mrs. Ye quote?
5. How can they contact each other for more specific details?

Section Two Viewing

Task 4 Watch & Think

*Watch a movie clip from **The Devil Wears Prada** and decide whether each of the following statements is true (T) or false (F).*

1. Emily thought it ridiculous for HR to send such a girl like Andy.
2. Andy will be the fourth assistant for Miranda if she succeeds.
3. Miranda likes the girl so much that she intends to interview her in person.
4. Andy did not do anything related to fashion before applying for this job.
5. Andy thought that she would never get the job.

Task 5 Watch & Discuss

Watch again and try to answer the following questions after discussing with your partner.

1. Where does Andy Sachs graduate from?



2. What do you think about Andy's interview?

Words and Expressions

facialist	[feɪ'ʃiəl'ist]	n. 美容师
dacquoise	[da:'kwa:z]	<法> n. 蛋白酥皮奶油卷筒
torte	[tɔ:t]	n. 德国大蛋糕, 果子奶油蛋糕
compote	['kɒmpəʊt]	n. 煮熟的糖渍水果
paratrooper	['pærətru:pə(r)]	n. 伞兵
human resources		人力资源部
Auto Universe		汽车天地
daily northwestern		西北日报
national competition for college journalists		全国大学生记者比赛



The Devil Wears Prada

- Andy: Hi, uh, I have an appointment with Emily Charlton?
- Emily: Andrea Sachs?
- Andy: Yes.
- Emily: Great Human Resources certainly has an odd sense of humor. Follow me.
- Emily: Okay, so I was Miranda's second assistant... but her first assistant recently got promoted, and so now I'm the first.
- Andy: Oh, and you're replacing yourself.
- Emily: Well, I am trying. Miranda sacked the last two girls after only a few weeks. We need



- to find someone who can survive here. Do you understand?
- Andy: Yeah. Of course. Who's Miranda?
- Emily: Oh, my God. I will pretend you did not just ask me that. She's the editor in chief of Runway, not to mention a legend. You work a year for her, and you can get a job at any magazine you want. A million girls would kill for this job.
- Andy: It sounds like a great opportunity. I'd love to be considered.
- Emily: Andrea, Runway is a fashion magazine... so an interest in fashion is crucial.
- Andy: What makes you think I'm not interested in fashion?
- Emily: Oh, my God. No! No! No!
- Andy: What's wrong?
- Emily: She's on her way. Tell everyone!
- Nigel: She's not supposed to be here until 9:00.
- Emily: Her driver just text messaged and her facialist ruptured a disk. God, these people!
- Nigel: Who's that?
- Emily: That I can't even talk about.
- Nigel: All right, everyone! Gird your loins! Did somebody eat an onion bagel?
- Woman: Sorry, Miranda.
- Emily: Move it! Oh!
- Miranda: I don't understand why it's so difficult to confirm an appointment.
- Emily: I know. I'm so sorry, Miranda. I actually did confirm last night.
- Miranda: Details of your incompetence do not interest me. Tell Simone I'm not going to approve that girl that she sent me for the Brazilian layout. I asked for clean, athletic, smiling. She sent me dirty, tired and paunchy. And R.S.V.P. yes to the Michael Kor's party. I want the driver to drop me off at 9:30 and pick me up at 9:45 sharp.
- Emily: 9:45 sharp.
- Miranda: And call Natalie at Glorious Foods, tell her no for the 40th time. No, I don't want dacquoise. I want tortes filled with warm rhubarb compote. Then call my ex-husband and remind him the parent-teacher conference is at Dalton tonight. Then call my husband, ask him to please to meet me for dinner at that place I went to with Massimo. Also tell Richard I saw all the pictures that he sent for that feature on the female paratroopers...and they're all so deeply unattractive. Is it impossible to find a lovely, slender female paratrooper?
- Emily: Yeah.
- Miranda: Am I reaching for the stars here? Not really. Also, I need to see all the things that



Nigel has pulled for Gwyneth's second cover try. I wonder if she's lost any of that weight yet. Who's that?

Emily: Nobody. Um. Uh...Human Resources sent her up about the new assistant job, and I was pre-interviewing her for you, but she's hopeless and totally wrong for it.

Miranda: Well, Clearly I'm going to have to do that myself because the last two you sent me were completely inadequate. So send her in. That's all.

Emily: Right.

Emily: She wants to see you.

Andy: Oh, she does?

Emily: Move! This is foul .Don't let her see it. Go!

Andy: That's...

Miranda: Who are you?

Andy: Uh, my name is Andy Sachs. I recently graduated from Northwestern University.

Miranda: And what are you doing here?

Andy: Well, I think I could do a good job as your assistant. And sent letters out everywhere, and then finally got from Elias Clarke, and met with sherry up at human resources, basically, it's this or Auto universe.

Miranda: So you don't read Runway?

Andy: Uh, no.

Miranda: And before today, you had never heard of me.

Andy: No.

Miranda: And you have no style or sense of fashion.

Andy: Well, um, I think that depends on what you're ...

Miranda: No, no, that's not a question.

Andy: Um, I was editor in chief of the daily northwestern. I also won a national competition for college journalists...with mysteries on the janitor's union, which exposed the exploitation...

Miranda: That's all.

Andy: Yeah, you know, okay. You are right, I don't fit in here. I am not skinny or glamorous and I don't know that much about fashion. But I'm smart. I learn fast and I will work very hard.

Nigel: I got the exclusive on the cavalla for Gwyneth, but the problem is, with that huge feathered headdress that she's wearing. she looks like she's working the main stage at the golden nugget.



Andy: Thank you for your time.

Notes:

剧情简介：影片改编自同名畅销小说 *The Devil Wears Prada*。该片讲述一个刚刚离开校园即将投身社会及工作的女孩子 Andy Sachs（安妮·海瑟薇饰演）幸运地得到了世上似乎所有女孩都梦寐以求的机会——在纽约最出名时尚杂志《Runway》的主编 Miranda priestly（梅利尔·斯特里普）手下担任助理工作。如果助理工作做得好，安德丽娅将能留在这本整天与“Prada、Armani、Versace”等世界著名服装设计师大交道的高贵杂志中担任羡慕旁人的编辑工作。当然，最重要的前提是她要首先赢得挑剔的女主编米兰达的肯定。然而，这并不容易。当时，一心想得到米兰达肯定的安德丽娅虽有怨言但也任劳任怨。但是，在形式渐渐有所好转的情况下，她却突然发现，自己一直梦寐以求的工作原来并不如想象中的那么好。表面上风光无限的生活并不是自己真正想要的。此片段摘自电影中 Andy 面试的场景。

Section Three Speaking

Task 6 Listen & Act

The following conversation is about how to make inquiries. Listen to it twice and try to act it out with your partner.

Words and Expressions

compatible	[kəm'pætəbəl]	adj. 兼容的；能和睦相处的
budget	['bʌdʒɪt]	n. 预算
upgrade	[,ʌp'greɪd]	v. 提升

Wang Mei: This game looks nice, but I've seen quite a few similar games here at the show.

William Carter: But ours is the only game that is fully compatible with the latest hardware.

Wang Mei: Is that so? So how much are you asking?

William Carter: If you can give me an idea of the quantity, I can quote you a more accurate price.

Wang Mei: Let's say three thousand, I can offer you a price of ten dollars per game.

William Carter: OK. On an order of three thousand, I can offer you a price of ten dollars per game.

Wang Mei: I'm afraid that price is beyond my budget. Is that the best price you can do for me?

William Carter: This is a very popular item, and we'll have to upgrade before our competitors catch up with the technology in this version.



Wang Mei: I'd still like to see something a little cheaper.

William Carter: If you could increase the quantity to five thousand, we could do eight-fifty per piece.

Wang Mei: That sounds more like what I had in mind, but I'll have to check with my office first. Then, I'll confirm it with you later today.

Task 7 Short Talk

Try to give a short talk on the topic of making inquiries according to the information given in the cue card.

How can you make an inquiry about a product?

- introduce your company;
- talk about the product you inquire;
- ask for quotation;
- ...

Task 8 Situational Dialogue

Try to make up a dialogue with your partner according to the information given in the cue card.

Cue Card A

Situation: Mr. Li, from a World Trade Company, is going to make an inquiry about the price of some products in Roumei Silk Company. Mr. Jameson receives him. Now they are talking about the details.

- **You are:**
Mr. Jameson
- **For the arrangements:**
Ask: The lowest quotation CIF Macao;
The price for 200 units of item 5 in the catalogue;
What discount they have...

Cue Card B

Situation: Mr. Li, from World Trade Company, is going to making an inquiry about the price of some products in Roumei Silk Company. Mr. Jameson receives him. Now they are talking about the details.

- **You are:**



Mr. Li

- **For the arrangements:**

Answer: The price—firstly, depend on the quantity;
secondly, depend on what kind of product;
finally, depend on FOB or CIF.

Discount—they will work it out tonight and inform Mr. Jameson tomorrow.

Section Four Time for Fun

Task 9 Listen & Relax

*Listen to the English poem **Let Us Smile** by following the lyrics below, and then read it aloud.*

Let Us Smile

The thing that goes the farthest toward making life worthwhile,
That costs the least and does the most, is just a pleasant smile.
The smile that bubbles from the heart that loves its fellow men,
Will drive away the clouds of gloom and coax the sun again.
It's full of worth and goodness, too, with manly kindness blent;
It's worth a million dollars, and it doesn't cost a cent.
There is no room for sadness when we see a cheery smile;
It always has the same good look; it's never out of style;
It nerves us on to try again when failure makes us blue;
The dimples of encouragement are good for me and you.
It pays the highest interest — for it is merely lent;
It's worth a million dollars, and it doesn't cost a cent.
A smile comes very easy — you can wrinkle up with cheer,
A hundred times before you can squeeze out a salty tear;
It ripples out, moreover, to the heartstrings that will tug,
And always leaves an echo that is very like a hug.
So, smile away! Folks understand what by a smile is meant;
It's worth a million dollars, and it doesn't cost a cent.

Useful Phrases

- Free On board (F. O. B) 船上交货价格（离岸价）



- Cost Insurance Freight (C. I. F) 成本价运保费价格
- Cost and Freight (C. F. R) 成本加运费价格
- a firm offer 实盘
- non-firm offer 虚盘
- inquiry sheet/list 询价单
- specific inquiry 具体询盘
- submit an offer 提交报盘
- make an offer to 对……报盘（报价）
- net price 实价，净价

Useful Sentence Patterns

- Can you give us an indication of you price CIF London?
你能给我们报一个伦敦到岸价吗？
- Please quote the price including insurance and freight to New York.
请报一个包含保险费和到伦敦的运费在内的报价。
- When may I have your CIF London firm offer?
我们什么时候可以得到你们公司的伦敦到岸价的实盘？
- Will you please quote us your most competitive prices for the goods listed below?
请给我们报出下列商品的最具竞争力的价格，我们将不胜感激。
- Here's my inquiry list. You'll find the required specifications and quantities all there.
这是我们的询价单。所需要的规格和数量都在上面。
- Another thing, all your prices are on a CIF basis. We'd rather you quoted us FOB prices.
还有一件事，你们的报价都是成本加运费保险费的到岸价格，我们希望你们能报船上的交货价。
- The quotation we made is the most favorable one you can get now.
我公司发出的报价是贵公司现在能得到的最优惠价。
- In answer to your inquiry for the article, we reply you as follows.
现就贵方对该商品的询价回复如下。
- In reply to your enquiry of yesterdays date, we are sending you here with several samples of wall paper closely resembling to what you want.
针对你昨日的询盘，现寄上您来函要求相似的壁纸样品一宗。
- We are pleased to quote you for the goods as following.
现就该商品向贵方报价如下。

Unit 5

Negotiating Prices

Lead-in

Business is negotiation, and business life is a permanent negotiation with others, people who are defending their own interests. You will negotiate to buy, to sell, to conclude contracts with suppliers, to fix the staff salaries and so on. Therefore, any negotiation must be carefully planned: you have to know your files, to define your goals and to schedule a strategy. By negotiating, the two parties intend to explore their common interests and what's most important, to reach the win-win option at last.

Section One Intensive Listening

Task 1 Listening Focus

Listen carefully and then fill in the corresponding blanks according to the five short sentences you'll hear. Each sentence will be read twice.

1. They will never be able to _____ to your price.
2. If you can make an _____, we shall accept your price.
3. We can _____ right away, only if your prices are favorable.
4. No _____ will give you cheaper prices than ours.
5. We should try to find a way that is _____ to both of us.

Task 2 Listening Practice

A. Mini-dialogues

Listen to the following five mini-dialogues and then choose the best answer to each of the questions you'll hear. Each dialogue and question will be read twice.



Words and Expressions

counter-offer

n. 还价, 还盘

wholesaler

['həʊl, seɪlə]

n. 批发商

incentive

[in'sentiv]

adj. 刺激的, 鼓励的

Dialogue 1

- a. He is satisfied with the price at last.
- b. He thinks the price is a little high.
- c. He can't accept it because it's unreasonable.
- d. He can accept it if the woman reduces it to \$12.00.

Dialogue 2

- a. \$30.
- b. \$15.
- c. \$13.
- d. \$50.

Dialogue 3

- a. New lacquer.
- b. New crystal articles.
- c. The latest price list.
- d. Not mentioned.

Dialogue 4

- a. Because she can't make an exception.
- b. Because she thinks this is the lowest price.
- c. Because her manager will fire her.
- d. Both a and b.

Dialogue 5

- a. 6%.
- b. 5%.
- c. 10%.
- d. They did not strike the bargain.

B. Conversations

Listen to the following conversations twice and then for each question below, choose the best answer from the four choices given.



Question 1 and 2 are based on Conversation 1.

Conversation 1

Words and Expressions

launch	[la:ntʃ]	n. 发行, 投放市场
roller-skates		旱冰鞋
tag	[tæg]	n. 标签, 标牌

1. What's the price for the deal?

- a. \$60.
- b. \$45.
- c. \$50.
- d. \$70.

2. Which of the following statements about roller-skates is NOT true?

- a. It is a completely new concept in toy manufacture.
- b. They are a breakthrough in roller-skaters technology.
- c. The product used a new kind of plastic which is strong and light.
- d. They have caught the market anywhere.

Questions 3 to 5 are based on Conversation 2.

Conversation 2

Words and Expressions

guarantee	[,gærən'ti:]	n. 保证, 保证书
margin	['ma:dʒin]	n. 差额; 页边空白
hammer out		竭力想出(解决办法等)
iron out		消除(困难等)
execute	['eksikju:t]	vt. 实施, 执行, 完成
prosperous	['prɒspərəs]	adj. 繁荣的, 兴旺的

**3. When does Mark want to take delivery?**

- a. Before the 31st.
- b. On the 31st.
- c. After the 31st.
- d. By the 31st.

4. How many units does Mark want for the first shipment?

- a. 1,500 units.
- b. 2,000 units.
- c. 3,000 units
- d. 1,000 units.

5. Which of the following statements about the business is true?

- a. 15% for the first six months, and for the second six months at 12\$.
- b. 17% for the first six months, and 14% for the second six months.
- c. The first shipment will be 3,000 units.
- d. The second shipment will be 1,500 units.

C. Passage

Listen to the following passage three times and then complete it by filling in the missing words.

Words and Expressions

conflict	[kən'flikt]	n. 冲突, 争论; 战斗(争)
dynamic	[dai'næmik]	adj. 有活力的; 动力的
confer	[kən'fə:]	v. 商谈, 商议
mutually	['mju:tʃʊəli]	adv. 互相地, 互助

Everyone has been engaged in negotiations in such daily 1_____as shopping, arguing with someone else and dealing with people around. More and more occasions require negotiations; conflict is a growing industry. Everyone wants to participate in decisions that affect him; fewer and fewer people will accept decisions dictated by someone else. It is of great importance to 2_____the meaning of negotiation and generalize activities.

Negotiation is a dynamic process of 3_____. In import and export trade operation, the buyer and the seller confer together to reach mutually satisfying agreement on a matter of interest. This is because each of the parties has his own 4_____in trade operation. The seller intends to sell the goods/services at a higher price, while the buyer intends to buy the same goods/services at a lower price. Each party presses for the attainment of its own goal. But some elements of cooperation must be present, otherwise there will be no agreement, the activity will be lost.

All in all, it can be found that business negotiation is a crucial step in business trade. Having a



better understanding and practice in dealing with the problem in business negotiation is of great significance to 5_____.

Task 3 Listen & Discuss

Listen to the conversation three times and try to answer the following questions after discussing with your partner.

Words and Expressions

trial	['traɪəl]	n. 尝试,努力,试验,试用
profit	['prɒfɪt]	n. 利润, 益处

1. What kind of product does Joanna take an interest in?
2. How many products is Joanna going to order from Neil?
3. What is the price that Joanna can accept?
4. What is the price that Neil can accept?
5. What does Neil think of Joanna's given price?

Section Two Viewing

Task 4 Watch & Think

*Watch a movie clip from **The Devil Wears Prada** twice and decide whether each of the following statements is true (T) or false (F).*

1. Jake is not confident that human being can survive this ice age.
2. Human being is the very one to be blamed for the disaster.
3. Mr. President changed his ideas toward the Third World.
4. Jake thinks the chances for his son Sam are slim.
5. Many survivors are found in New York finally.

Task 5 Watch & Discuss

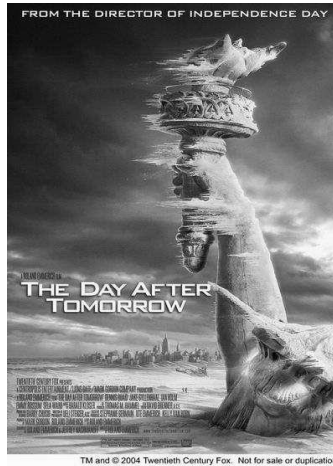
Watch again and try to answer the following questions after discussing with your partner.

1. When did they confirm news that the storm is dissipating?
2. How does the president know there are survivors in New York?



Words and Expressions

scatter	['skætə]	v. 撒(播); 使散开
dissipated	['disipeitid]	a. 浪费的
consulate	['kɒnsjʊlɪt]	n. 领事馆
testament	['testəmənt]	n. 遗嘱; 证明
evacuate	['i'vækjueit]	vt. 转移, 撤离, 疏散
tremendous	[tri'mendəs]	a. 巨大的, 极大的
adversity	[əd've:siti]	n. 不幸
search-and-rescue		搜索救援



The Day After Tomorrow

- Jason: What do you think is going happen to us?
- Jake: What do you mean?
- Jason: I mean us. Civilization. Everybody.
- Jake: Mankind survived the last Ice Age. We're certainly capable of surviving this one. All depends on whether or not we're able to learn from our mistakes. I'm sure as hell would like a chance to learn from mine.
- Jason: You did everything you could.
- Jake: I was thinking about Sam.
- Jason: Jack, you know the chances of Sam...
- Jake: I made my son a promise. I'm going to keep it.
- Roger: Parker, this is Houston. Do you read?



- Astronaut: Roger, mission control. Go ahead.
- Roger: We've got scattered reports that the storm is dissipating over North America. Can you confirm?
- Astronaut: Affirmative. It's finally clearing. We're over Europe right now. I can see landmass for the first time in days.
- Jake: How much further is it to the library?
- Jason: It should be.....right here.
- Jake: I'm sorry, Jack.
- Jake: Sam?
- Laura: Who is that?
- Sam: My father.
- Sam: You made it.
- Jake: Of course I did.

Embassy of The United States of America

- Tom: Mr. President. I've just received a shortwave radio transmission from Jack Hall. He made it to New York. He says there are survivors.
- President: Thank you, Tom. That's... That's good news.
- TV speech: These past few weeks have left us all with a profound sense of humility in the face of nature's destructive power. For years, we operated under the belief that we could continue consuming our planet's natural resources without consequence. We were wrong. I was wrong. The fact that my first address to you comes from a consulate on foreign soil is a testament to our changed reality. Not only Americans, but people all around the globe are now guests in the nations, we once called The Third World. In our time of need, they have taken us in and sheltered us. And I am deeply grateful for their hospitality. We mourn the loss of a spirited leader whose courageous order to evacuate...
- Dr. Lucy: Peter? Hey, are you feeling okay today?
- TV speech: For days, we've despaired about the fate of the people who are trapped in the North. Today, there is cause for hope. Only a few hours ago, I received word that a small group of people survived in New York City against all odds and in the face of tremendous adversity. I've ordered an immediate search-and-rescue mission to bring them home and to look for more survivors.
- Tom: Jack! It's good to see you. Come on, let's go get on board.



Astronaut: Look at that.

Astronaut: What?

Astronaut: Have you ever seen the air so clear?

Notes:

剧情简介：本片描绘的是以美国为代表的地球一天之内突然急剧降温，进入冰期的科幻故事。故事中，气候学家杰克·霍尔(丹尼斯·奎德饰演)在观察史前气候研究后指出，温室效应带来的全球暖化将会引发地球空前灾难。杰克·霍尔博士曾警告政府官员采取预防行动，但警告显然已经太晚。杰克·霍尔博士于是急告美国副总统宣布北纬 30 度以南全美民众尽速向赤道方向撤离，该线以北民众要尽量保暖。

而就在此时，杰克·霍尔博士得知儿子山姆(杰克·吉伦荷饰)为一女孩前往纽约参加数学竞赛，于是决定冒险前往纽约救他。这时候灾难从纽约开始，曼哈顿摩天大楼遭到强烈旋风的袭击，大部分被摧毁。突然间，地铁隧道里涌出狂暴不止的汹涌洪水。海水如排山倒海般吞没了整个纽约。交通中断，电路中断，通信中断……

电影《后天》结尾：山姆和其他几个幸存者等到了前来营救他的爸爸杰克。纽约劫后余生的人们等到了营救他们的直升机。这是一个抚慰心灵的、人们期待得到的结尾，但留给观众的思考却很多：家庭的温暖、友谊的珍贵、爱情的纯洁、医生的责任、精神力量的强大等等。但更多的是观众一致的心声：善待地球——我们共同的家园。

Section Three Speaking

Task 6 Listen & Act

The following conversation is about how to negotiate prices. Listen to it twice and try to act it out with your partner.

Words and Expressions

herb	[hɜ:b]	n. 药草, 香草, 草本植物
ingredient	[in'gri:diənt]	n. 成分, 因素
acute	[ə'kju:t]	adj. 严重的, 激烈的

David: I have studied your offer carefully and consulted our home office. We find your price ten percent higher than those offered by other suppliers.

Li Jun: I'm sure you know full well that in our product there are natural herb ingredients. This, of course, adds to the cost but makes the quality much superior.



David: I agree with you there. But, ten percent is too big a difference. There is acute competition on the world market, and we need to do some sales promotion for this new type.

Li Jun: We are ready to give you a one-percent discount for orders exceeding 5,000 bottles.

David: To help us develop a new market for your products, can't you cut your price by two percent? That will make your product more competitive.

Li Jun: I'm afraid we can't. A one-percent cut is really the best we can do.

David: I see. How long will this offer be kept open?

Li Jun: Three days.

David: That means the offer will remain open until 9:00 a.m., October 8th, Beijing time.

Li Jun: Yes.

David: I'll fax this new offer home and try to persuade them to accept the price with a one - percent discount.

Task 7 Short Talk

Try to give a short talk on the topic of negotiation according to the information given in the cue card.

How can you give some notes for a negotiation?

- the opening of the negotiation;
- during the negotiation;
- the final minutes of the negotiation;
- ...

Task 8 Situational Dialogue

Try to make up a dialogue with your partner according to the information given in the cue card.

Cue Card A

Situation: Mr. Smith is a salesman and Mr. Brown is a wholesaler. They all want to make a bargain with their own price, but it's difficult. So they must meet each other half way. Now they are negotiating for the price.

- **You are:**
Mr. Smith



- **For the arrangements:**
 - insist on your price;
 - ask Mr. Brown for his proposal, but not satisfied;
 - put forward your own idea and get Mr. Brown's approval;
 - close the business.

Cue Card B

Situation: Mr. Smith is a salesman and Mr. Brown is a wholesaler. They all want to make a bargain with their own price, but it's difficult. So they must meet each other half way. Now they are negotiating for the price.

- **You are:**
Mr. Brown
- **For the arrangements:**
 - Response: want to deal off because Mr. Smith insists his own price;
 - give your suggestion but Mr. Smith is not satisfied;
 - ask Mr. Smith for his agreement;
 - strike the bargain.

Section Four Time for Fun

Task 9 Listen & Relax

*Listen to the English essay **Be Grateful To Life**, and then try to read it to your partner before class.*

Be Grateful To Life

I think we should even be grateful to life whenever we are unsuccessful or unlucky. Only by doing this can we find our weakness and shortcomings when we fail. We can also get relief and warmth when we are unlucky. This can help us find our courage to overcome the difficulties we may face, and receive great impetus to move on. We should treat our frustration and misfortune in our life in the other way just as President Roosevelt did. We should be grateful all the time and keep having a healthy attitude to our life forever keep having perfect characters and enterprising spirit. Being grateful is not only a kind of comfort, not an escape from life and nor thinking of winning in



spirit like Ah Q. Being grateful is a way to sing for our life which comes just from our love and hope.

When we put a small piece of alum into muddy water, we can see the alum can soon make the water clear. If each of us has an attitude of being grateful, we'll be able to get rid of impulse, upset, dissatisfaction and misfortune. Being grateful can bring us a better and more beautiful life.

Useful Phrases

- | | |
|--|-------------|
| • come to terms | 成交 |
| • give a discount | 打折 |
| • conclude the business | 做成交易 |
| • make some concession in price | 在价格上做些让步 |
| • cash discount | 现金折扣 |
| • make a discount of 10% off the price | 从价格打 10%的折扣 |
| • get a reduction of 10% | 打九折 |
| • get a special price | 得到优惠价格 |
| • give up the deal | 取消交易 |
| • meet each other half-way | 相互妥协，各让一步 |

Useful Sentence Patterns

- We accept your price if you take the quantity we offer.
如果你方接受我们提出的数量，我们便接受你们的价格。
- We can't do more than a 2 percent reduction.
我们只能降价 2%，不能再多了。
- If your order is large enough, we can consider making a further concession in our price.
如果你们订货数量较大，我们可以考虑在价格上再做一些让步。
- If you insist on your price, we can hardly come to terms.
如果你坚持你方的价格，我们很难达成交易。
- I'm afraid that there is no room to negotiate the price.
恐怕这个价格已经没有商量的余地了。
- Taking the quality into account, you'll find that the price is very favorable.
考虑到质量，你会发现这个价格已经非常优惠了。
- That'll be the rock bottom, we can't sell you goods below cost, can you?
这回可真是最低价了，我们总不能做亏本买卖吧？



- We're kept the price close to the costs of production.
我们已经把价格压到生产费用的边缘了。
- May I suggest that we go half-way to meet each other and close the bargain?
我是否可以建议我们各让一半，来达成交易？
- With the offer you've given me. We're marking next to nothing.
按照你给我们的报价，我们几乎挣不到钱。
- If it had not been for our good relationship, we wouldn't have made you a firm offer at this price.
要不是为了我们的友好关系，我们是不愿意以这个价格报实盘的。

Unit 6

Placing an Order

Lead-in

Placing an order usually indicates the success of a transaction, and is almost the final step in international trade after negotiation. To place an order is to make an agreement between two parties on several issues, such as the price, payment, quality, shipment and color. Generally speaking, there will be a long and sustainable cooperation if a successful and satisfactory order is once achieved. Therefore, it is of great importance for buyers and sellers to know the procedure and methods of placing an order correctly and efficiently. Of course, effective and proper words and expressions are also necessary to the success.

Section One Intensive Listening

Task 1 Listening Focus

Listen carefully and then fill in the corresponding blanks according to the five short sentences you'll hear. Each sentence will be read twice.

1. Our _____ will be made better than before.
2. The _____ have been settled, and we are going to place an order.
3. We are sure that our products are of _____.
4. The goods will not be damaged in the process of the _____.
5. A _____ will be supplied to protect the equipment repaired.

Task 2 Listening Practice

A. Mini-dialogues

Listen to the following five mini-dialogues and then choose the best answer to each of the questions you'll hear. Each dialogue and question will be read twice.



Words and Expressions

original	[ə'ridʒən]	adj. 最初的, 独创的, 原始的
desperate	['despərit]	adj. 极需要的

Dialogue 1

- a. To place an order.
- b. To check the supply.
- c. To see the material.
- d. To get many materials.

Dialogue 2

- a. He wants to reduce the order.
- b. He needs another kind of order.
- c. He needs the material urgently.
- d. He wants to check the order.

Dialogue 3

- a. Because she wants to cancel an order.
- b. Because she wants to change her last order.
- c. Because she wants to change the order number.
- d. Because she forgets her order number.

Dialogue 4

- a. The head office.
- b. The local branch.
- c. Both the head office and local branch.
- d. Not mentioned.

Dialogue 5

- a. The order was mailed last week.
- b. The man hasn't received the woman's order.
- c. The woman thinks it was the man's mistake.
- d. The man will do nothing but wait for the woman's reply.

B. Conversations

Listen to the following conversations twice and then for each question below, choose the best answer from the four choices given.

Question 1 and 2 are based on Conversation 1.

Conversation 1

Words and Expressions

expedite	['ekspidaɪt]	vt. 加速
----------	--------------	--------



inventory

['ɪnvəntəri]

n. 详细目录, 存货清单

1. How many pairs of speakers does the man order at last?

- a. 500. b. 700. c. 2,500. d. 2,200.

2. How much money should the man pay?

- a. \$ 174,000. b. \$14,000. c. \$42,500. d. 160,000.

Questions 3 to 5 are based on Conversation 2.

Conversation 2

Words and Expressions

toner cartridge

n. 墨盒

pull up

v. 拔起; 调出

refill

[ri:'fɪl]

v. 再装满, 再灌满

billing

['brɪlɪŋ]

n. 票据

invoice

['ɪnvɔɪs]

n. 发票; 货物; 发货单

3. What does the woman want to do?

- a. She wants to replace the used cartridges.
b. She wants to refill the used cartridges.
c. She wants to order new cartridges.
d. She wants to cancel the order.

4. Where does the man get the information of past order?

- a. From Mr. Smith.
b. From the old address.
c. From the standing agreement.
d. From the computer.

5. When will the new cartridges be sent to the woman?

- a. The next few days.
b. Before the end of the day on Sunday.
c. Before the end of the day on Monday.
d. On Monday.



C. Passage

Listen to the following passage three times and then complete it by filling in the missing words.

How to place an order?

1. Pick 1 _____ you need.
2. Contact us by E-mail or MSN , tell us the products ID, size, 2 _____ you need.
3. We check goods availability for you and quote the price.

Price normally includes 3 _____, so it depends on the quantity, the more you order, the less price you can get.

4. Send us your 4 _____ and tell us your full name, address, zip code, telephone number. We send your order in the same day.

5. You can 5 _____ your order after 5-7 days.

Task 3 Listen & Discuss

Listen to the conversation three times and try to answer the following questions after discussing with your partner.

Words and Expressions

lot		n. (商品等的) 一批, 一摊
ready-made		adj. 现成的
suiting	['su:tiŋ]	n. 西装料, 衣料
hold back		抑制
snap up		抢购

1. What does “work out” mean here?
2. How did the small suits sell?
3. Why will Mrs. Thomas change quantities?
4. How many suits will Mr. Thomas order?
5. When will Mr Brown’s company produce the suits?

Section Two Viewing

Task 4 Watch & Think

*Watch a movie clip from **Prison Break** twice and decide whether each of the following statements is true (T) or false (F).*



1. Veronica doesn't believe what Lincoln said about his innocence.
2. Lincoln was lured to a trap and pulled the trigger to kill that man.
3. Crab Simmons went to pay the debt owed to Lincoln.
4. Veronica thought Steadman was an evil person too.
5. Veronica definitely came to prison for comforting Lincoln.

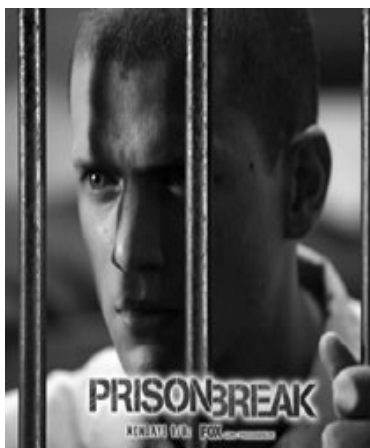
Task 5 Watch & Discuss

Watch again and try to answer the following questions after discussing with your partner.

1. What did Michael think about his brother?
2. What does "You have your life now" mean?

Words and Expressions

charade	['ə're:d]	n. 看手势猜字谜游戏
innocent	['inəsnt]	adj. 无罪的, 无知的, 无辜的
call someone off		告诉某人不要再做某事
get high		吸毒
mark		(俚语) 笨蛋
trigger	['trige]	n. 板机, 触发器
set up		冤枉, 诬陷
scumbag	['skʌmbæg]	(俚语) 讨厌鬼; 混蛋
saint	[seint]	n. 圣人, 圣徒
motive	['məutiv]	n. 动机, 目的
badge		n. 警徽, 徽章





Prison Break

...

Lincoln: It's great to see your face.

Veronica: I think it's time you quit the charade, don't you?

Lincoln: What?

Veronica: It's starting to ruin people's lives. Michael's in here because he thinks you're innocent.

Lincoln: He told you.

Veronica: He hasn't told me anything, but I know, Lincoln. I know what he's planning. Call him off. If you love him, call him off. I saw the tape.

Lincoln: What's on the tape's not how it went down.

Veronica: I know what I saw.

Lincoln: I know what I saw. I was there, remember? I got high that night. I had to. It was the only way I could go through with it. I never pulled the trigger. The guy was already dead.

Veronica: Yeah, I know. You've told me a thousand...

Lincoln: Then listen! I was set up! I went there that night to clear a debt. Crab Simmons was on my ass for the 90 grand I owed him. He told me the mark was some scumbag drug dealer and if I took it, we'd be clean. I never pulled the trigger. All I know is that somebody wanted me in the same garage as Terrence Steadman that night.

Veronica: Why would somebody want to set you up?

Lincoln: It wasn't about me. It was about him.

Veronica: Steadman?

Lincoln: Yes!

Veronica: The guy was like a saint. All the charity work, the environmental progress his company was making... About the only person in this entire country who had motive to kill him was you.

Lincoln: You came all the way down here to tell me how guilty I am?

Veronica: I don't know why I came here.

Lincoln: You have your life now—I know that—but if what we had before meant anything to you, you'd find out the truth.

Veronica: Maybe all this is the truth. Maybe they got it right.

Sucre: Badge! Open up, Badge!



C.O.: You talking again?
Sucre: It's my girl's birthday.
C.O.: Happy birthday to her, then.
Sucre: Well, you gotta let me call her! Please! I'll give you a million dollars, if you let me use the phone.
C.O.: I've seen your kicks, Sucre. You got something like 40 cents to your name.
Sucre: Please! God, no!
...

Notes:

1. 《越狱》是一部美国热播电视剧，该剧由温特沃斯·米勒主演，讲了一个不顾一切的男人为了帮助他判了死刑的无辜兄长越狱而闯入监狱的故事。林肯·巴罗斯被认定犯有谋杀罪被投入了福克斯河监狱的死囚牢。迈克尔坚信兄长是无辜的，在没有其他选择的情况下，迈克尔持枪闯入了一家银行，被捕入狱后来到了林肯的身边。身为建筑工程师的迈克尔参与了监狱的改造工程而对这里了如指掌，他设计了完整的越狱计划，入狱的唯一目的就是要将林肯救出大牢并还其清白。谋杀案的辩方律师林肯的昔日女友维罗妮卡来狱中探望林肯。

2. be on someone's ass: 烦扰某人

3. the 90 grand I owed him: 我欠他的九万美元。grand, 俚语，一千美元。

4. I've seen your kicks, Sucre. You got something like 40 cents to your name. Kicks 在这里是 shoes 的一种俚语叫法。You got something like 40 cents to your name. 并不是说真的只有四十美分，意思是“You're poor.” 整句话意思为：I've seen your shoes, Sucre. They're worn, old-looking and cheap. You're poor.

Section Three Speaking

Task 6 Listen & Act

The following conversation is made to place an order. Listen to it twice and try to act it out with your partner.

W: We like your product, and are interested in placing an order with you as soon as possible.

M: Well, we can't proceed with the order until after the Christmas holiday. Our factories will be closed for another week.

W: That's alright. We will send you a purchase order in one week. I hope you will be able to take care of it.



M: No problem. Once we get your purchase order, we will begin the execution of the order right away.

W: Thanks. We need the products in less than one month, because we have a big deal with another company. By the way, will payment against delivery be OK?

M: That will be fine. And I can promise you that you will get the goods about two weeks after we get your purchase order.

Task 7 Short Talk

Try to give a short talk on the topic of placing an order according to the information given in the cue card.

How to complain about the delivery of goods after placing an order

- the bad service and delay;
- the influences;
- the action to be taken;
- the requirements;
- ...

Task 8 Situational Dialogue

Try to make up a dialogue with your partner according to the information given in the cue card.

Cue Card A

Situation: David, from ABC Company, calls Betty at H&T to request some samples. They are talking on the phone now to discuss the new catalogue he received from H&T, and consider placing an order.

- **You are:**

David

- **For the details:**

Ask: If he can get a sample of the new catalog as the new HR 624 computer speakers;
If he still has to pay the sample chare when placing an order;

...



Cue Card B

Situation: Betty, from H&T Company, is receiving a call from David at ABC company. They are talking on the phone now to discuss the new catalog H&T sent to him, and negotiate about getting the samples.

- **You are:**

Betty

- **For the details:**

Answer: Yes, he can get the new catalogue with a charge for the sample and the shipping cost.

David can get a free sample only when he places an order of a hundred pieces or more.

...

Section Four Time for Fun

Task 9 Listen & Relax

Listen to the English poem A Simple Day by following the lyrics below, and then read it along.

A Simple Day

Fion Lim

To wake up in the morning, knowing you're still alive,
To know you have a choice each day, starting afresh,
To find joy in everyday, acknowledging simple pleasures,
To live in the present moment, engaging your awareness,
To count the blessings in life, believing abundance abounds,
To enjoy the work you do, following your passion,
To make a little difference, adding to the universe,
To be what you are, listening to your inner being,
To give away love, rejoicing in the chance to give,
To receive love with gratitude, feeling good about it,
To smile at strangers, seeing how infectious it can be,



To speak words of kindness, spreading a little warmth,
 To understand with compassion, opening up your mind,
 To play with children, nurturing your inner child,
 To appreciate the nature, soaking up all the beauty,
 To feel the warmth of the sun, glowing upon your skin,
 To listen to the falling rain, pattering on the grounds,
 To taste the richness of food, sliding down your throat,
 To smell the freshness of air, filling up your lungs,
 To see the falling night, concluding a well-lived day,
 That's life, that's living,
 That's the core of what really matters...
 And if I've missed out anything,
 Please let love make up for all of it,
 I can be your hero.

Useful Phrases

- | | |
|----------------------------|--------|
| • invite/ solicit an order | 请求订货 |
| • purchase order | 购货订单 |
| • place an order in blank | 寄空白订单 |
| • close an order | 决定成交 |
| • accept an order | 接受订货 |
| • repeat an order | 继续订货 |
| • pass with an order | 不订货 |
| • prompt attention | 及时处理 |
| • confirm an order | 确认订货 |
| • Certificate of Origin | 原产地证明书 |

Useful Sentence Patterns

- You have been trying to secure an order from us. Now we want to place an order with you.
你们一直争取我们的订单，现在我们要向你们订货了。
- The goods are out of stock at the moment.
目前该货没有库存。



- The goods you ordered are in short supply at present.
贵方订购的货物目前短缺。
- Supply is exceeding demand.
供大于求。
- Our factory is fully committed to/occupied with fulfilling existing orders.
我们厂完全致力于/忙于履行现有订单。
- What is your minimum order for this item?
贵公司对该产品的最少订货单是多少？
- Can we make a trial order of 500 units for these items now?
我们能先试定 500 件该产品吗？
- We would like to modify/make an alternation to our last order.
我们希望修改最后一次的订单。
- What other documents do you require in order to execute this order?
履行这份订单前贵方还有什么条件？
- Will you provide us with some favorable terms/preferential conditions for follow-up orders?
对于后续订单贵方有没有优惠项目/条件？

Unit 7

Payment

Lead-in

A payment is the transfer of wealth from one party (such as a person or company) to another. A payment is usually made in exchange for the provision of goods, services or both, or to fulfill a legal obligation.

In the modern world, the common means of payment used by an individual include money, check, debit, credit, or bank transfer, and in trade such payments are frequently preceded by an invoice or result in a receipt. However, there are no arbitrary limits on the form a payment can take and thus in complex transactions between businesses, payments may take the form of stock or other more complicated arrangements.

Section One Intensive Listening

Task 1 Listening Focus

Listen carefully and then fill in the corresponding blanks according to the five short sentences you'll hear. Each sentence will be read twice.

1. We use _____ as our method of payment in such commodities.
2. We'd like to adopt _____ to pay for this order.
3. A _____ has been drawn on you for \$400 against your trial order.
4. There are many methods of payments we adopt in trade, such as immediate payment, deferred payment and payment by _____.
5. When the contract is signed, you can get one-third of the _____ with the order.

Task 2 Listening Practice

A. Mini-dialogues

Listen to the following five mini-dialogues and then choose the best answer to each of the



questions you'll hear. Each dialogue and question will be read twice.

Words and Expressions

TT: telegraphic transfer	电汇
L/C at sight	即期信用证
CAD: cash against documents	凭单据付款; 付现交单

Dialogue 1

- a. TT.
- b. L/C at sight.
- c. CAD.
- d. All of the above.

Dialogue 2

- a. The man doesn't want to pay in cash.
- b. The woman can not provide a discount.
- c. The man is not happy about the result.
- d. They finally make a deal.

Dialogue 3

- a. L/C.
- b. Collection.
- c. Cash on receipt of invoice.
- d. Progressive payment.

Dialogue 4

- a. The man did not have any order before.
- b. The man has set up an account with the woman.
- c. The man should pay cash for the order.
- d. The future payment is uncertain.

Dialogue 5

- a. Because the man doesn't need more material.
- b. Because the man did not pay on time.
- c. Because the man needs more time.
- d. Not mentioned.

**B. Conversations**

Listen to the following conversations twice and then for each question below, choose the best answer from the four choices given.

Question 1 and 2 are based on Conversation 1.**Conversation 1****Words and Expressions**

payment prior to delivery

预付货款

payment after delivery

交货后付款

advance payment

预付款

installments

分期付款

1. Which payment do they adopt at last?

- a. Advance payment.
- b. Payment after delivery.
- c. Installments.
- d. Not mentioned.

2. Which of the following statements is NOT true?

- a. It is the first order from the woman.
- b. The man prefers the payment prior to delivery.
- c. The advance payment is not good for both sides.
- d. The woman has not found any better way of payment.

Questions 3 to 5 are based on Conversation 2.**Conversation 2****Words and Expressions**

defer payment

延付货款

meet the agreed-upon payment schedule

依约定

initial payment

头期款

lump sum payment

一次付款

3. Why can't the man accept the woman's defer payment?

- a. Because he has no money trouble.
- b. Because he can not pay on time.



- c. Because he wants to pay in one month.
- d. Because he does not like the goods.

4. How does the man react to the woman's words?

- a. He can not accept the defer payment.
- b. He wants to talk about it with his manager.
- c. He likes the woman's proposal.
- d. All of the above.

5. Which of the following statements is true?

- a. It is not the second time for the woman to do this.
- b. The woman wants to pay in one month.
- c. The woman proposes an initial payment for the goods.
- d. The man hopes the woman can make the payment in two weeks.

C. Passage

Listen to the following passage three times and then complete it by filling in the missing words.

Words and Expressions

confirmation

[,kɒnfə'meɪʃən]

n. 证实

Payment plays an important role in foreign trade. It is often complicated. Terms of 1_____ is one of the most important things in a contract and it usually takes more time, energy and care to negotiate and reach an 2_____ by both involved parties. The mode of payment for each 3_____ is to be agreed upon between the two trading parties at the time of placing an order. The most often adopted mode of payment in our foreign trade is 4_____. After contract or confirmation is signed by buyers and sellers, the buyers should open a letter of credit, according to the 5_____ in the contract, usually one month before the time of shipment.

Task 3 Listen & Discuss

Listen to the conversation three times and try to answer the following questions after discussing with your partner.

Words and Expressions

irrevocable

[i'revəkəbəl]

adj. 不可改变的

valid

['vælid]

有效的



a time L/C	远期信用证
Payment by sight L/C	即期信用证
insurance policy	保险单
certificate of origin	原产地证明
bills of lading	提货单
export license	出口许可证
duty	税, 关税
rest assured	放心
in line with	跟……一致

1. What are they discussing?
2. What kind of payment do they prefer?
3. How long should the L/C be valid?
4. What documents should Mrs. Brown provide?
5. If you were Mr. Smith, which payment do you prefer?

Section Two Viewing

Task 4 Watch & Think

Watch a movie clip from **BJ Diary 2** twice and decide whether each of the following statements is true (T) or false (F).

1. Mark said his mother's taste always faltered.
2. Bridget doesn't like the beautiful ending at the fairy tales.
3. Bridge was so afraid that she almost forgot to open the chute.
4. Bridge had no choice but to jump from the sky of 6,000 feet high.
5. Everyone in the studio was very sympatic to see Bridget landed in a big vat of excrement.

Task 5 Watch & Discuss

Watch again and try to answer the following questions after discussing with your partner.

1. What does Bridget Jones think of those guys in her parents' home?
2. What kind of sport does Bridget Jones do?

Words and Expressions

summon ['sʌmən] v. 号召, 召唤



jumper	['dʒʌmpə]	n. 英国英语中指套头的毛衫
falter	['fɔ:lte]	v. 支吾; 颤抖地讲
get sacked		sl. 被解雇
You're on		sl. 上场, 开演了, 开始了
You're live		sl. 现在是实况转播



BJ Diary 2

Bridget: Another year, a brand new diary. Once again I was summoned, kicking and screaming, to my mother's turkey curry buffet, where I've had some of the most shaming experiences of my life.

Mother: Hello, darling. Lovely to see you.

Bridget: It was, as usual, crammed full with some of the most dangerous perverts in the UK, disguised as close, personal friends of my parents.

Una: Hello, Bridget.

Bridget: Hello, Una. Oh, no, thanks.

Una: Love the jumper.

Geoffrey: I prefer what's underneath it.

Bridget: Uncle Geoffrey!

Geoffrey: Hello, gorgeous.

Bridget: Hello.

Dad: Hello, darling.

Bridget: Hello, Dad. How's it going?



- Dad: I wish I was dead.
- Bridget: But this year, there was one crucial difference. Nice jumper.
- Mark: My mother's taste never falters.
- Bridget: Never. You always wonder how it's going to work out at the end of the story. Maria and Captain Von Trapp, Snow White and the Seven Dwarfs, Mark Darcy and Bridget Jones. I've found my happy ending at last. And nothing in the world can spoil it. Well, almost nothing.
- Richard: How about on your ass? Bridget, unless you want to get sacked at 6,000 feet, you will be on your way in exactly three seconds. Three, two, one... cue Bridget.
- Bridget: Skydiving, a dangerous bane to the countryside and emergency services, or a safe and exhilarating hobby? Well... Let's see, shall we?
- Richard: Go. Jump. For Christ's sakes, go! Ok. She's out. Unit Two, you got her?
- Man: OK, we see her.
- Richard: Bridget, open the chute. Open it. Open your fucking parachute! Pull the thingy or you will die!
- Bridget: Oh. Honestly, you forget just one teeny, weeny detail and everyone treats you like an idiot.
- Bridget: Where was I? Oh, yes... Mark Darcy. The question is: what happens after you walk off into the sunset?
- Richard: Bridget? Earth to Bridget Sodding Jones. Bridget, you're on. You're live.
- Bridget: Well, this is Bridget Jones for Sit Up Britain, reporting to you from a big vat of excrement.
- Richard: Unit Two, give me a close-up of the porker.

Notes:

剧情简介：当布里奇特·琼斯（一个三十岁、经常自我疑虑、自我审视、计算卡路里的伦敦单身女性）经过一系列的磨难后终于与近乎完美的律师马克·达西终成眷属，一系列麻烦又来了……

在与马克（科林·福斯饰）度过了六个令人心醉的浪漫星期之后，布里奇特（蕾妮·齐薇格饰）仍然不忘去置疑她的生活和爱情，她时常会禁不住想，当这一切的新鲜感和快乐过去之后会剩下什么？就在她试图搞清楚时，强力对手来了，达西漂亮、温柔、精干的新助手丽贝卡（杰辛达·巴莱特饰）令布里奇特醋意大发。就在嫉妒和疑虑的压力下，布里奇特的前任老板（同时也是前任男友）丹尼尔（休·格兰特饰）也来到了她所在的电视台，这使她频频出丑，就好像倒霉的事情只发生在一人头上。



Section Three Speaking

Task 6 Listen & Act

The following conversation is the discussion about the payment. Listen to it twice and try to act it out with your partner.

- A: Shall we have a talk about the payment today?
B: Ok, let's have a talk.
A: It's convenient to make payment in pound sterling.
B: OK, I agree with you. Then, what is the means of payment you wish to employ?
A: Our terms of payment are by a confirmed irrevocable letter of credit by draft at sight. This is the normal terms of payment in international business.
B: We can't accept any other terms of payment except D/P?
A: In order to conclude the business, I hope you will meet me half way. What about 50% by L/C and the balance by D/P?
B: As we must adhere to our customary practice, we hope that you will not think us unaccommodating.

Task 7 Short Talk

Try to give a short talk on the topic of payment according to the information given in the cue card.

Introductions about the payment

- what the payment is;
- payment instruments;
- payment methods;
- ...

Task 8 Situational Dialogue

Try to make up a dialogue with your partner according to the information given in the cue card.

Cue Card A

Situation: David Simpson, from an international trading company, is negotiating with Mr.



Gaston, the representative from an export company. Now they are talking about the payment terms.

- **You are:**

David Simpson

- **For the arrangements:**

Ask: what's the mode of payment of the other party;
if he can use the D/P payment, if not, is there a flexibility?
the guarantee of the shipment...

Cue Card B

Situation: Mr. Gaston, from an export Company, is negotiating with David Simpson, who is the representative of an international trading company. Now they are talking about the payment terms.

- You are:

Mr. Gaston

- For the arrangements:

Answer: the irrevocable letter of credit payable against shipping documents is acceptable;
as a rule, you don't accept D/P payment terms in any case. There is no any flexibility, as it will put you in trouble;
You can guarantee the shipment will be made as soon as you receive the L/C.

Section Four Time for Fun

Task 9 Listen & Relax

*Listen to the English **Tongue Twister** by following the lyrics below, and then read it along.*

1. The shells she sells are surely seashells. So if she sells shells on the seashore, I'm sure she sells seashore shells.
2. A big black bug bit the back of a big black bear. The big black bear bit back the big black bug.
3. Robert Rolly rolled a round roll round. If Robert Rolly rolled a round roll round, Where is the round roll, Robert Rolly rolled around?



4. Ann sent Andy ten hens and Andy sent Ann ten pens.
5. Jack had a rat. Sam had a cat. Sam's cat ate Jack's rat. Jack asked Sam to pay for his rat. Sam said, "I'll give you my cat for your rat."

Useful Phrases

- | | |
|---------------------------------------|-----------|
| • the terms of payment | 支付条件/付款方式 |
| • Document Against Payment (D/P) | 付款交单 |
| • Document against acceptance (D/A) | 承兑交单 |
| • Document Collection | 跟单托收 |
| • Letter of Credit (L/C) | 信用证 |
| • usance L/C | 远期信用证 |
| • Irrevocable L/C | 不可撤销信用证 |
| • Confirmed L/C | 保兑信用证 |
| • Letter of credit at sight | 即期信用证 |
| • Cash With Order(C.A.O) | 随订单付现 |

Useful Sentence Patterns

- Please open an irrevocable letter of credit for the amount of \$5,000 covering your order for in favor of ABC company.
请以 ABC 公司为受益人为……订单开一张\$5000 不可撤销的信用证。
- We shall draw on you at 60 days sight the goods have been shipped. Please honor our draft when it falls due.
货物装运后，我们将向你方开出见票六十天内付款的汇票，请到期即付。
- We would suggest that for this particular order you let us have a D/D, on receipt of which we shall ship the goods on the first available steamer.
此次订货，我们建议你们使用即期汇票。收到该汇票后，我们将把货物装上第一条可订到的船。
- Immediate shipment is guaranteed upon arrival of your L/C.
收到贵方信用证后我们保证立即发货。
- This is to inform you that to cover your shipment of our order an No. 123, we have established an irrevocable letter of credit today with the National Bank of New York, in your favor.



我方今日以贵方为受益人，在纽约国家银行为 123 号订单货运开具了不可撤销的信用证，特此函告。

- For overseas deliveries we have to request that you obtain a letter of credit from a bank.
关于对外交货，我方要求贵方应从往来银行获取信用证。
- This letter of credit is transferable in China only, in the event of a transfer, a letter from the first beneficiary must accompany the document for negotiation.
本信用证仅在中国可转让，如确需转让，第一受益人发出的书面证明须连同单据一起议付。
- It is the bank's responsibility to examine the documents in relation to the letter of credit issued.
开证行负责审核与所开信用证有关的单据。
- The bank's responsibility is to verify that the explorer's documents conform to the letter of credit.
银行的责任在于核查出口商的单据必须与信用证的一致。
- In general, payment will be made by Irrevocable Letter of Credit negotiable against presentation of shipping documents.
关于付款方式，我们一般采用不可撤销的信用证，凭货运单证议付。

Unit 8

Packing

Lead-in

Packing is essential in international trade because commodities have to travel a long distance before reaching their designation. It is one of the vital ways to realize the value of commodities. It can protect and beautify commodities so that the business can go on smoothly. Therefore, packing is one of the key terms in business communication and negotiation.

Generally speaking, packing is divided into transport packing (outer packing), sales packing (inner packing) and neutral packing. Dealers should choose various containers according to the material of the commodities.

Section One Intensive Listening

Task 1 Listening Focus

Listen carefully and then fill in the corresponding blanks according to the five short sentences you'll hear. Each sentence will be read twice.

1. To stand rough handling, the packing must be _____.
2. The sign "_____" will appear in each package.
3. We can suffice your _____ for packing but the extra expenses should be borne by you.
4. The goods are to be packed in _____.
5. _____ arrival of goods at the destination should be guaranteed by proper manner of packing.

Task 2 Listening Practice

A. Mini-dialogues

Listen to the following five mini-dialogues and then choose the best answer to each of the



questions you'll hear. Each dialogue and question will be read twice.

Words and Expressions

carton	['kɑ:tən]	n. 纸板箱, 纸板盒
facilitate	[fə'siliteit]	vt. 使变得(更)容易, 使便利
collide	[kə'laid]	vt. 碰撞, 互撞

Dialogue 1

- He worries that the goods are damaged.
- He worries that the cartons are broken.
- He worries that the ocean shipping is delayed.
- He worries that the plan is canceled

Dialogue 2

- Because she wants to make packaging more attractive.
- Because she wants to make packing more fashionable.
- Because she wants to facilitate more business.
- Because she wants to make herself friendly.

Dialogue 3

- | | |
|------------------|-----------------|
| a. 8 years ago. | b. 6 years ago. |
| c. 10 years ago. | d. 7 years ago. |

Dialogue 4

- | | |
|---------------------|------------------|
| a. Paper cases. | b. Wooden cases. |
| c. Plastic cartons. | d. Hard cartons. |

Dialogue 5

- Because he wants to save money.
- Because he wants to reduce the weight.
- Because he wants to save money and reduce the weight.
- Because paper cartons are beautiful.



B. Conversations

Listen to the following conversations twice and then for each question below, choose the best answer from the four choices given.

Question 1 and 2 are based on Conversation 1.

Conversation 1

Words and Expressions

cardboard	['kɑ:dbɔ:d]	n. 硬纸板
pilferage	['pilfəridʒ]	n. 行窃,偷盗
transship	[træns'ʃip]	vt. 转载他船或列车; 换船

1. Why does John Smith adopt cardboard boxes as outer packing finally?

- a. Because he considers cardboard boxes are lighter than wooden ones.
- b. Because he thinks cardboard boxes are safer than wooden ones.
- c. Because he is aware of the cost and shipment of the goods.
- d. Because he wants to have further negotiation with Mr. Zhang.

2. Which of the following is NOT the advantage of using wooden cases?

- a. Wooden cases are safe to prevent stealing.
- b. Wooden cases are strong enough to load and unload.
- c. Wooden cases are waterproof.
- d. Wooden cases are cheaper than cardboard boxes.

Questions 3 to 5 are based on Conversation 2

Conversation 2

Words and Expressions

dismantle	[dis'mæntl]	vt. 拆开, 拆卸
convenient	[kən'vi:niənt]	adj. 方便的, 便利的, 合适的
guarantee	[,gæərən'ti:]	vt. 保证; 担保

3. Why is the furniture dismantled into several parts?

- a. Because it can save room in transportation.



- b. Because it can save charges in transportation.
- c. Because it can make transportation safe.
- d. Because it can reduce the risk of transportation.

4. Which of the following packing are used for transporting goods?

- a. Cardboard boxes.
- b. Wooden cases.
- c. Plastic bags.
- d. All of the above.

5. What is the advantage of cardboard boxes?

- a. Light.
- b. Cost saving.
- c. Convenient in handling.
- d. All of the above.

C. Passage

Listen to the following passage three times and then complete it by filling in the missing words.

Words and Expressions

absorb	[əb'sɔ:b]	vt. 吸收
stencil	['stensəl]	n. 用模板印出的文字或图案
indicative	[in'dikətiv]	adj. 标示的, 指示的, 象征的

Dear Sirs,

We are writing to inform you of the inner and outer packing 1_____ of White Deer Brand Flour power under the contract NO.SD758.

As flour power can absorb the moisture especially in hot rainy weather, it should be packed in 2_____ containing 20 small paper bags of 1 kilogram net each, two craft paper bags to one carton lined with 3_____. Considering the nature of the goods that are liable to be spoiled by damp and water, please make sure that they should be packed in seaworthy wooden cases in transit.

As to outer packing, could you please mark the port of the 4_____ and our order number in stencil ink of high quality? Furthermore, such indicative marks as “KEEP DRY”, “KEEP AWAY FROM 5_____” should also be indicated.

We hope the above requirements will be acceptable to you and look forward to your early



reply.

Yours faithfully,

Alice

Task 3 Listen & Discuss

Listen to the conversation three times and try to answer the following questions after discussing with your partner.

Words and Expressions

pattern	['pætən]	n. 花样, 图案, 型, 样式
odd	['d]	adj. 奇怪的; 古怪的
fashionable	['fæʃənəbəl]	adj. 流行的, 符合时尚的, 时髦的
ultimately	['ʌltimitli]	adv. 最后; 最终
be destined to		一定会...
inherent	[in'hɪərənt]	adj. 固有的; 内在的
specification	[ˌspesifi'keɪʃən]	n. 说明书, 详细的计划书
constructive	[kən'strʌktɪv]	adj. 建设性的, 积极的, 肯定的

1. What is the packing finally designed for?
2. Why does Mr. Zhang give advice on packing?
3. What does Mr. Zhang think of the packing?
4. What will Mr. Margie do for packing?
5. Do you think they can have further transactions?

Section Two Viewing

Task 4 Watch & Think

*Watch a movie clip from **The Shawshank Redemption** twice and decide whether each of the following statements is true (T) or false (F).*

1. Andy is a lawyer that killed his wife.
2. Andy helped Samel Norton earn money for free.
3. Samel Norton was angry when Andy talk about his personal business.
4. Andy was very fond of drinking.
5. Both Andy and Red like carve stones.



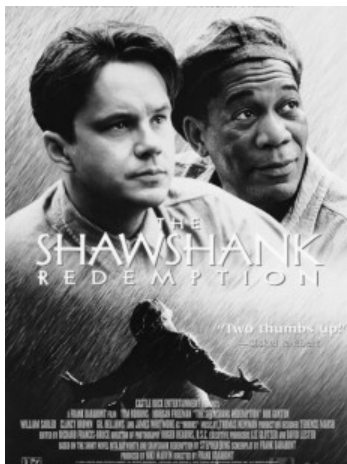
Task 5 Watch & Discuss

Watch again and try to answer the following questions after discussing with your partner.

1. What will Andy ask Samuel for if he helps Samuel?
2. Why is Red in prison? Will Red and Andy be good friends?

Words and Expressions

IRS(Internal Revenue Service)		n. 美国国税局
bastard	['bæstəd]	n. 坏蛋, 混蛋私生
suds	[sʌdz]	n. 啤酒 (美国俚语)
magnanimous	[mæg'næniməs]	adj. 宽大的
soapstone	['səʊpstəʊn]	n. 皂石
pebble	['pebəl]	n. 卵石, 小圆石
innocent	['inəsent]	adj. 清白的, 无罪的, 无辜的



- Andy Dufresne: What I mean is, do you think she would go-behind your back?
- Samuel Norton: Step aside, Mert. This fucker's having himself an accident.
- Coworker: He will push him off.
- Andy Dufresne: If you trust her, you can keep that 35,000.
- Samuel Norton: What did you say?
- Andy Dufresne: Thirty-five thousand.
- Samuel Norton: Thirty-five thousand?
- Andy Dufresne: All of it.
- Samuel Norton: All of it?



- Andy Dufresne: Every penny.
- Samuel Norton: You better start making sense.
- Andy Dufresne: If you want to keep it, give it to your wife. The IRS allows a one-time-only gift to your spouse for up to \$60,000.
- Samuel Norton: Bullshit. Tax-free?
- Andy Dufresne: Tax-free. IRS can't touch one cent.
- Samuel Norton: You are that smart banker that killed his wife. Why should I believe you? So I can end up in here with you?
- Andy Dufresne: It's legal. Ask the IRS. They will say the same thing. I feel stupid telling you this. I'm sure you would have investigated by yourself.
- Samuel Norton: I don't need you to tell me where the bear shit in the buckwheat.
- Andy Dufresne: Of course not. But you do need someone to set it up for you. That'll cost you. A lawyer for example.
- Samuel Norton: A bunch of ball-washing bastards!
- Andy Dufresne: I suppose I could set it up for you. That would save you some money. You get the forms; I'll prepare them for you nearly free of charge. I'd only ask three beers apiece for each of my coworkers.
- Prison Warden: "Coworkers," that's rich!
- Andy Dufresne: A man working outdoors feels more like a man if he can have a bottle of suds. That's only my opinion...sir...
- Samuel Norton: What are you jimmies staring at? Back to work. Let's go! Work!
- hierophant: And that's how it came to pass that one the second—to-last day of the job the convict crew that tarred the factory roof in the spring of '49. Wound up sitting in a row at 10:00 in the morning ...
Drinking icy-cold beer, courtesy of the hardest screw...
...that ever walked a turn at Shawshank State Prison.
- Samuel Norton: Drink up while it's cold, ladies.
- Hierophant: The colossal prick even managed to sound magnanimous. We sat and drank with the sun on our shoulders and felt like free men. We could have been tarring the roof of one of our own houses. We were the lords of all creation. As for Andy, he spends that break hunkered in the shade...a strange little smile on his face...watching us drink his beer.
- Coworker: Want a cold one?
- Andy Dufresne: No, thanks. I gave up drinking.



Hierophant: You could argue he done it to curry favor with the guards. Or maybe make a few friends among us cons. Me? I think he did it just to feel normal again...if only for a short while.

Red: King me.

Andy Dufresne: Chess. Now there's a game of kings.

Red: What? Civilized. Strategic.

Andy Dufresne: And a total fucking mystery. I hate it.

Andy Dufresne: Let me teach you someday.

Red: Sure.

Andy Dufresne: We could get a board together.

Red: You're talking to the right man. I can get things, right?

Andy Dufresne: We might do business on a board, and I'll carve the pieces myself. One side in alabaster, one in soapstone. What do you think?

Red: I think it'll take years.

Andy Dufresne: Years I got. What I don't have are the rocks. Pickings are pretty slim in the yard. Pebbles, mostly.

Red: We're getting to be kind of friends, aren't we?

Andy Dufresne: Yes, I guess.

Red: Can I ask you something? Why'd you do it?

Andy Dufresne: I'm innocent, Red. Just like everybody else here. What are you in for?

Red: Murder. Same as you.

Notes:

剧情简介：故事发生在 1947 年，银行家安迪的妻子有婚外情，她和情人被杀。因此，安迪被指控枪杀了妻子及其情人，安迪被误判无期徒刑，这意味着他将在肖恩克监狱中度过余生。

阿瑞 1927 年因谋杀罪被判无期徒刑，数次假释都未获成功。他现在已经成为肖恩克监狱中的“权威人物”，阿瑞认为弱不禁风、书生气十足的安迪一定会哭，结果安迪的沉默使阿瑞对他另眼相看。

好长时间以来，安迪不和任何人接触，在大家抱怨的同时，他在院子里很悠闲地散步，就像在公园里一样。一个月后，安迪请阿瑞帮他搞的第一件东西是一把小的鹤嘴锄，他的解释是他想雕刻一些小东西以消磨时光，并说他自己想办法逃过狱方的例行检查。一次，安迪和另几个犯人外出劳动，他无意间听到监狱官在讲有关上税的事。安迪说他有办法可以使监狱官合法地免去这一大笔税金，作为交换，他为十几个犯人朋友每人争得了两瓶 Tiger



啤酒。喝着啤酒，阿瑞说多年来，他又第一次感受到了自由的感觉。由于安迪精通财务制度方面的知识，很快使他摆脱了狱中繁重的体力劳动和其他变态囚犯的骚扰。同时安迪也逐步成为肖恩克监狱长沃登洗黑钱的重要工具。

有一天，他对阿瑞说：“如果有一天，你可以获得假释，一定要到某个地方替我完成一个心愿。那是我第一次和妻子约会的地方，把那里一棵大橡树下的一个盒子挖出来。到时候你就知道是什么了。”当天夜里，风雨交加，雷声大作，已得到灵魂救赎的安迪越狱成功。

原来二十年来，安迪每天都在用那把小鹤嘴锄挖洞，然后用海报将洞口遮住。安迪出狱后，领走了部分监狱长存的黑钱，并告发了监狱长贪污受贿的真相。监狱长在自己存小账本的保险柜里见到的是安迪留下的一本圣经，里边挖空的部分放着一把几乎磨成圆头的鹤嘴锄。

阿瑞获释了，他在橡树下找到了一盒现金，两个老朋友终于在墨西哥阳光明媚的海滨重逢了。

Section Three Speaking

Task 6 Listen & Act

The following conversation is about how to book a delivery. Listen to it twice and try to act it out with your partner.

Li Ming: I want to book a delivery to Washington?

David Miller: Yes, I see. We also handle packing and storage. You can trust us.

Li Ming: I am particular concern about damages incurred in the course of shipping.

David Miller: We will ensure the safety of packing, so don't worry.

Li Ming: How do you plan to pack these handcrafted carpets?

David Miller: We will wrap it with thick waterproof cotton fabric, and then strengthen both ends to avoid wear and tear. After that, it will be enclosed in corrugated paper cases for shopping. What do you think?

Li Ming: I do not need to worry if you pack it like this. Please inform me when the goods reach the client in Washington. I will pay you then. Thank you for your considerate effort.

David Miller: Thank you for your frequent business.

Task 7 Short Talk

Try to give a short talk on the topic of packing according to the information given in the cue card.



The important role of outer packing

- the face of the products;
- useful to promotion;
- aesthetic appearance;
- arouse the customer's buying desire;
- ...

Task 8 Situational Dialogue

Try to make up a dialogue with your partner according to the information given in the cue card.

Cue Card A

Situation: Mr. Wilson, from Walters Trading Company, is going to improve the inner packing of goods exported to China Food and Beverage Import and Export Corporation. The Sales Manager Mr. Li gives some suggestions on packing. Now they are talking about the packing.

- **You are:**
Mr. Wilson
- **For the arrangements:**
Ask: What he thinks of the packing;
How to improve the packing;
What the advantages of it are...

Cue Card B

Situation: Mr. Wilson, from Walters Trading Company, is going to improve the inner packing of goods exported to China Food and Beverage Import and Export Corporation. The Sales Manager Mr. Li gives some suggestions on packing. Now they are talking about the packing.

- **You are:**
Mr. Li
- **For the arrangements:**
Answer: Glass bottle packing is no longer popular;



It is very popular for beverages packed with independent paper cartons;
Reduce the freight charges; easy to sell.

Section Four Time for Fun

Task 9 Listen & Relax

*Listen to the English essay **Love Your Life**, and then read it along.*

Love Your Life

However mean your life is, meet it and live it; do not shun it and call it hard names.

It is not so bad as you are.

It looks poorest when you are richest.

The fault-finder will find faults in paradise.

Love your life, poor as it is.

You may perhaps have some pleasant, thrilling, glorious hours, even in a poor-house.

The setting sun is reflected from the windows of the alms-house as brightly as from the rich man's abode; the snow melts before its door as early in the spring.

I do not see but a quiet mind may live as contentedly there, and have as cheering thoughts, as in a palace.

The town's poor seem to me often to live the most independent lives of any.

May be they are simply great enough to receive without misgiving.

Most think that they are above being supported by the town; but it often happens that they are not above supporting themselves by dishonest means which should be more disreputable.

Cultivate poverty like a garden herb, like sage.

Do not trouble yourself much to get new things, whether clothes or friends,

Turn the old, return to them.

Things do not change; we change.

Sell your clothes and keep your thoughts.

Useful Expressions

- | | |
|-----------------------------------|--------------|
| • outer packing/transport packing | 外包装/运输包装/大包装 |
| • inner packing | 销售包装/内包装/小包装 |
| • cardboard box/carton | 纸板箱 |



- | | |
|--------------------------------------|--------|
| • wooden case | 木箱 |
| • foam plastics | 泡沫塑料 |
| • protect the goods from moisture | 防潮 |
| • protect the goods against press fa | 防止货物受压 |
| • handle with care | 小心轻放 |
| • packing expenses | 包装费用 |
| • rough handling | 野蛮装卸 |

Useful Sentence Patterns

- Packing must be suitable for ocean shipment and sufficiently strong to withstand rough handling in transit.
包装必须适合海运，足够牢固，经得住途中粗鲁的搬运。
- please stencil our initials and order numbers on the outer packing.
请在外包装上刷上我公司的名称缩写和订单号。
- In order to suit long sea voyage the packing of goods must be improved.
为了适用远洋运输，这种货物的包装必须改进。
- We must make it clear that with the different packing material, the packing expenses will be different.
我们必须说明：使用不同的包装材料，包装费用就不一样。
- Foam plastics are applied to protect the goods against press.
用塑料泡沫来防止挤压。
- Please pay close attention to the packing, otherwise any damage in transit will involve us in large losses.
请密切关注货物的包装，否则任何途中损害都会给我们带来很大的损失。
- Please ensure that cases are clearly marked and numbered as specified in our order.
请保证做到：所有纸箱都按照我们订单所规定的那样，清楚地刷唛和编号。
- Cases must be nailed tightly battened and reinforced by overall metal strapping.
箱子必须用钉子钉牢，加板条，并用铁箍全部加固。
- The appearance of package can catch the eye and be helpful in promoting sales.
包装的外观要醒目并且有利于促销。
- The loss was due to improper packing, for which the suppliers should be responsible.
损失是由于包装不良所致，应由供应商负责。

Unit 9

Shipment

Lead-in

The shipment is an integral and important part of a contract signed between buyers and sellers. It mainly involves the time of shipment, the port of loading and destination, means of transport, the shipping documents, etc. Before shipment, the buyers generally send their shipping requirement to the sellers, informing them in writing of the packing and mark, mode of transportation, etc., known as Shipping Instructions. On the other hand, the sellers usually send a Shipping Advice to the buyers as soon as the goods are loaded on board the ship, advising them of the shipment, especially under FOB or CFR terms. A Shipping Advice, in general, may include the number of the contract and the relative L/C, the name of commodity, the number of packages, total quantity shipped, name of the vessel, its sailing date and so on.

Shipping covers rather a wide range of work; besides those mentioned above, it also includes reserving shipping space, chartering a vessel, making the customers declaration, amending shipping terms and so on.

Section One Intensive Listening

Task 1 Listening Focus

Listen carefully and then fill in the corresponding blanks according to the five short sentences you'll hear. Each sentence will be read twice.

1. No direct _____ can be used this month.
2. Only a few _____ can be affected now.
3. _____ and partial shipment of the shoes are forbidden.
4. Because of the strike of workers at the port, _____ has to be postponed.



5. _____ must have a written signature, if signed by facsimile stamp, it is unacceptable.

Task 2 Listening Practice

A. Mini-dialogues

Listen to the following five mini-dialogues and then choose the best answer to each of the questions you'll hear. Each dialogue and question will be read twice.

Words and Expressions

transship	[træns'ʃip]	vt. 转载他船或列车
pirate	['paɪərət]	n. 海盗, 盗印者
transact	[træn'zækt]	vt. 做交易
discharge	[dis'tʃɑ:dʒ]	vt. 卸下, 放出, 清偿(债务)

Dialogue 1

- | | |
|--------------------------------|------------------------------|
| a. At the beginning of August. | b. At the beginning of July. |
| c. At the end of August. | d. At the end of July. |

Dialogue 2

- | | |
|------------------------|-----------------------|
| a. One to two days. | b. Two to three days. |
| c. Three to four days. | d. Four to five days. |

Dialogue 3

- | | |
|-------------|---------------------------|
| a. Weight. | b. The strike of workers. |
| c. Weather. | d. Pirates. |

Dialogue 4

- | | |
|------------------------|----------------------|
| a. in March this year. | b. in May this year. |
| c. in March next year. | d. in May next year. |

Dialogue 5

- | | |
|--------------|-----------------|
| a. Qingdao. | b. Los Angeles. |
| c. New York. | d. Dalian. |

B. Conversations

Listen to the following conversations twice and then for each question below, choose the best



answer from the four choices given.

Question 1 and 2 are based on Conversation 1.

Conversation 1

Words and Expressions

navigation	[ˌnævi'geɪʃən]	n. 航行, 航海, 导航
maximum	['mæksɪmə]	n. 极点, 最大量, 极大
freight	[freɪt]	n. 货运; 货物 vt. 运输, 装货于
charter	['tʃɑ:tə]	n. 包租
aquatic	[ə'kwætɪk]	adj. 水生的, 水中的, 水上的

1. According to John Smith, how are the agricultural products and aquatic products delivered?

- a. By container.
- b. By steamer.
- c. By cargo ship and refrigerated ship.
- d. By post boat.

2. How long does it usually take to deliver the goods after receiving the L/C?

- a. Two weeks only.
- b. Two weeks at least.
- c. No more than two weeks.
- d. One or two weeks.

Questions 3 to 5 are based on Conversation 2.

Conversation 2

Words and Expressions

urgent	['ɜ:dʒənt]	adj. 急迫的, 紧急的, 重要的
cubic	['kju:bɪk]	adj. 立方体的
customs clearance		n. 结关, 海关放行
dispatch	[dɪs'pætʃ]	vt. 派遣, 发送



3. What will be considered when calculating the cost?

- a. Size and weight.
- b. Product value.
- c. Risks.
- d. All of the above.

4. What's the price for customs clearance of freight charge?

- a. \$4.00
- b. \$4.50.
- c. \$2.00.
- d. \$24.00.

5. Which plane will be used for dispatching the goods?

- a. China Air flight 786.
- b. China Air flight 768.
- c. China Air flight 687.
- d. China Air flight 867.

C. Passage

Listen to the following passage three times and then complete it by filling in the missing words.

Words and Expressions

damp	[dæmp]	n. 毒气, 湿气, 丧气
be liable to		易于……的
consignment	[kən'sainmənt]	n. 托运, 寄售
premium	['pri:miəm]	n. 保险费, 额外费用
tariff	['tærif]	n. 关税, 价目表

Dear Sirs,

Thank you for your inquiry of May 20. The shipping 1_____ we provide are of two sizes, namely 10 ft. and 20 ft. They can be opened at both ends, thus making it possible to load and unload at the same time.

For carrying goods liable to be 2_____ by damp or water, they have the advantage of being both water-tight and air-tight. Containers can be loaded and unloaded at the factory, if necessary.

If their port of destination is the same, separate consignments can be carried in one container, then there will be a saving on freight 3_____; and an additional saving on insurance because of the lower premium charges for 4_____ goods.

We 5_____ a copy of our tariff and look forward to receiving your reply.

Yours faithfully,

Mary



Task 3 Listen & Discuss

Listen to the conversation three times and try to answer the following questions after discussing with your partner.

Words and Expressions

effect	[i'fekt]	vt. 实现, 引起
considerable	[kən'sidərəbəl]	adj. 相当大的, 可观的, 重要的
optimistic	[,ɒpti'mistik]	adj. 乐观的, 乐观主义的

1. What will happen if Mr. Margie's competitors present their new models ahead of him?
2. Why does Mr. Margie prefer to direct shipment?
3. Why is it difficult to book container ship service for direct shipment in October and November?
4. What will Mr. Zhang do if he can't book space on direct shipment?
5. What does Mr. Margie have to do before Mr. Zhang arranges the shipment?

Section Two Viewing

Task 4 Watch & Think

*Watch a movie clip from **The Pursuit of Happiness** twice and decide whether each of the following statements is true (T) or false (F).*

1. Gardner was late for the interview.
2. Gardner was dressed neatly for the interview.
3. Gardner was arrested for failing to pay parking tickets.
4. Jay thought that Gardner was pretty determined.
5. Jay said Gardner tried his best to have a good performance.

Task 5 Watch & Discuss

Watch again and try to answer the following questions after discussing with your partner.

1. What was Gardner doing before he was arrested?
2. Do you think what kind of person Gardner is?



Words and Expressions

earnestness	['ə:nɪstnɪs]	n. 认真, 坚定
diligence	['dɪlɪdʒəns]	n. 勤奋, 努力
arrest	[ə'rest]	vt. 逮捕, 拘留
radar	['reɪdɑ:]	n. 雷达
pants	[pænts]	n. 长裤



Gardner: I'm okay?

Gardner: Excuse me. Excuse me.

Secretary: Mr. Gardner.

Secretary: This way. It will be right this way.

Businessman: What is the word on that one?

Gardner: Chris Gardner.

Gardner: Chris Gardner. How are you? Good morning.

Gardner: Chirs Gardner. Chirs Gardner. Good to see you again.

Gardner: Chirs Gardner. Pleasure.

Gardner: I have been sitting there for the last half-hour trying to come up with a story...that would explain my being here dressed like this. And I wanted to come up with a story that would demonstrate qualities...that I'm sure you all admire here, like earnestness or diligence. Team-playing, something. And I couldn't think of anything. So the truth is...I was arrested for failure to pay



parking tickets. Parking tickets?

Gardner: And I ran all the way here from the Polk Station, the police station.

HR manager: What were you doing before you were arrested?

Gardner: I was painting my apartment.

HR manager: Is it dry now?

Gardner: I hope so.

HR manager: Jack says you're pretty determined.

Jay: He's been waiting outside the front of the building ...with some 40-pound gizmo for over a month.

HR manager: He said you're smart.

Gardner: Well, I like to think so.

HR manager: And you want to learn this business?

Gardner: Yes, sir, I want to learn.

HR manager: Have you already started leaning on your own?

Gardner: Absolutely.

HR manager: Jay?

Jay: Yes, sir.

HR manager: How many times have you seen Chris?

Jay: I don't know. One too many, apparently.

HR manager: Was he ever dressed like this?

Jay: No. No. Jacket and tie.

HR manager: First in your class in school? High school?

Gardner: Yes, sir.

HR manager: How many in the class?

Gardner: Twelve. It was a small town.

HR manager: I'll say...

Gardner: But I was also first in my radar class...in the navy, and that was a class of 20. Can I say some thing? I'm the type of person...if you ask me a question, and I don't know the answer ... I'm going to tell you that I don't know. But I bet you what. I know how to find the answer, and I will find the answer. Is that fair enough?

HR manager: Chris. What would you say if a guy if a guy walked in for an interview without a shirt on... and I hired him? What would you say?

Gardner: He must have had on some really nice pants.



- Jay: Chris. I don't know how you did it dressed as a garbage man ...but you really pulled it off.
- Gardner: Thank you, Mr. Twistle.
- Jay: Hey, now you can be Jack. We will talk to you soon.
- Gardner: All right. So I will let you know, Jay.

Notes:

剧情简介：克里斯·加纳（威尔·史密斯）是一个聪明的推销员，他勤奋、肯干、努力，却总没办法让家里过上好日子。妻子琳达终究因为不能忍受养家糊口的压力，离开了克里斯，只留下他和 5 岁的儿子克里斯托夫相依为命。事业失败穷困潦倒，还成为了单亲爸爸，克里斯的银行账户里甚至只剩下了 21 块钱，因为没钱付房租，他和儿子不得不被撵出了公寓。克里斯好不容易得到了在一家声名显赫的股票投资公司实习的机会，然而实习期间没有薪水，90% 的人都没有最终成功。但克里斯明白，这是他最后的机会，是通往幸福生活的唯一路途。没有收入、无处容身，克里斯唯一拥有的，就是懂事的儿子无条件的信任和爱。

他们夜晚无家可归，就睡在收容所、地铁站、公共浴室，一切可以暂且栖身的空地；白天没钱吃饭，就排队领救济，吃着勉强裹腹的食物。生活的穷困让人沮丧无比，但为了儿子的未来，为了自己的信仰，克里斯咬紧牙关，始终坚信：只要今天够努力，幸福明天就会来临！功夫不负有心人，克里斯最终成为一名成功的投资专家。

Section Three Speaking

Task 6 Listen & Act

The following conversation is about the shipment. Listen to it twice and try to act it out with your partner.

- Li Ming: We have finished the transaction price.
- David Miller: Let's talk about the shipment of the goods. What do you think of shipment?
- Li Ming: We usually ship goods through regular liners.
- David Miller: When will the goods arrive?
- Li Ming: Around May.
- David Miller: That would be too late. We need these goods badly. Is there any way you can have it shipped before May?
- Li Ming: Considering that we have worked together for such a long time, I will ship the goods earlier for you.
- David Miller: Thank you.



Task 7 Short Talk

Try to give a short talk on the topic of shipment according to the information given in the cue card.

The shipping advice

- inform such issues: contract NO., date of delivery, name of the vessel, its sailing date, copies of relative shipping documents and so on;
- negotiate draft, the relative L/C;
- express the expectation of further transactions;
- ...

Task 8 Situational Dialogue

Try to make up a dialogue with your partner according to the information given in the cue card.

Cue Card A

Situation: Mr. Wilson, from Walters Trading Company, is going to order seasonal goods from China Food and Beverage Import and Export Corporation. The Sales Manager Mr. Li is going to arrange the shipment according to Mr. Wilson's request. Now they are talking about the shipment.

- **You are:**
Mr. Wilson
- **For the arrangements:**
Ask: When the goods can be dispatched;
If there is any difficulty for advancing the shipment;
Why the shipment should be advanced: affecting the marketing plan.

Cue Card B

Situation: Mr. Wilson, from Walters Trading Company, is going to order seasonal goods from China Food and Beverage Import and Export Corporation. The Sales Manager Mr. Li is going to arrange the shipment according to Mr. Wilson's request. Now they are talking about the shipment.



- **You are:**

Mr. Li

- **For the arrangements:**

Answer: The earliest time is late July;

contact the manufacturers and ask them to deliver goods in advance;

find a shipping company and make the book as soon as possible...

Section Four Time for Fun

Task 9 Listen & Relax

*Listen to the English song **Only Hope** by following the lyrics below, and then sing it along.*

Only Hope

There's a song that's inside of my soul

It's the one that I've tried to write

Over and over again

I'm awake in the infinite cold

Would you sing to me

Over and over and over again

So I lay my head back down

And I lift my hands and pray

To be only yours

I pray to be only yours

I know now you're my only hope

Sing to me the song of the stars

Of your galaxy dancing and laughing and laughing again

When it feels like my dreams are so far

Sing to me all the plans that you have for me

Over again

So I lay my head back down

And I lift my hands and pray

To be only yours

I pray to be only yours

I know now you're my only hope



I gave you my destiny
I'm giving you all of me
I want your symphony
Singing in all that I am
At the top of my lungs
I'm giving it love
So I lay my head back down
And I lift my hands and pray
To be only yours
I pray to be only yours
I pray to be only yours
I know now you're my only hope

Useful Phrases

- | | |
|------------------------------|--------|
| • shipping documents | 货运单据 |
| • shipping advice | 装船通知 |
| • shipping order | 装货单 |
| • shipping instruction | 装船单据 |
| • make shipment | 交货, 装运 |
| • make delivery of the goods | 交货 |
| • take delivery of the goods | 提货 |
| • prompt shipments | 即期装运 |
| • effect shipment | 装船 |
| • partial shipment | 分批装运 |

Useful Sentence Patterns

- The shipment time is June or July at our option, and the goods will be shipped in one lot.
装运时间为六月或七月, 由我方选择。货物将做一批装运。
- Please ensure that we will get shipping documents before the arrival of goods.
请保证我方在货物到达前收到货运单据。
- We must insist on immediate delivery, otherwise we shall be compelled to cancel the goods.



我方必须强调即时发货，否则我们不得不取消订货。

- We shall appreciate it very much if you will arrange shipment as soon as possible, thus enabling the goods to catch the brisk demand at the start of the season.
如你方能尽快安排装运，以便能满足销售旺季的需求，我方将不胜感激。
- To make it much easier for us to get the goods ready for shipment, we suggest allowing partial shipment and transshipment.
为了更便于备妥货物发运，我方建议允许分批、允许转运。
- Our shipment terms are shipment within three months after receipt of L/C.
我方的装船条件是收到信用证之后三个月内装运。
- We must reiterate that prompt shipment must be regarded as an essential condition for all our orders.
我们必须重申，迅速装运是我方所有订单的一个重要条件。
- As soon as the shipment is made, we will send you our shipping advice containing all the particulars of the shipment.
我们一旦装运就给贵方寄出有关货物所有详细情况的装船通知。
- We airmailed you a full set of non-negotiable shipping documents immediately after the goods were loaded.
货物装船后我们马上航空寄给贵方一整套装运单据副本。
- The ship should be at the port of loading with 20 to 30 days after you have got the goods ready.
贵方应在货物备妥后 20 天到 30 天以内派船到装船口岸。

Unit 10

Insurance

Lead-in

Insurance concerns various ways about how to protect an individual or an organization from possible economic losses, and different types of insurance benefit not only the insured but also the society. In international trade, the transportation of goods from the seller to the buyer is over a long distance and has to go through different activities. These goods are subjects to damage or loss. So traders need to insure the goods against certain risks. In order to choose a proper insurance coverage, the exporter or the importer should consider the modes of transport and possible losses. Insurance is in fact a very important part in business field. It is very closely related to foreign trade people in international trade, so it is necessary for them to have a thorough knowledge of it and the ability to handle its problems. Only in this way are they able to prevent losses. According to the differences of the goods and the terms of shipment, different insurances should be covered.

Section One Intensive Listening

Task 1 Listening Focus

Listen carefully and then fill in the corresponding blanks according to the five short sentences you'll hear. Each sentence will be read twice.

1. _____ are the places where people in industrialized countries buy policies from.
2. The percentage of _____ we insured the goods against All Risks is 110%.
3. The protection against _____ provided by sharing the risk with others is called insurance.
4. I want to have a look at a list of rate of different _____.
5. Please check the bill of lading and _____ which are enclosed.

Task 2 Listening Practice

A. Mini-dialogues

Listen to the following five mini-dialogues and then choose the best answer to each of the



questions you'll hear. Each dialogue and question will be read twice.

Words and Expressions

premium	['primjəm]	n. 保险费
commission	[kə'miʃən]	n. 佣金
People's Insurance Company of China (PICC)		中国人民保险公司
cover	['kʌvə]	vt. 投保
All Risks (AR)		一切险
With Particular Average (WPA)		水渍险
Free from Particular Average (FPA)		平安险
Theft, Pilferage and Non-Delivery (TPND)		偷盗提货不成险
notify	['nəʊtɪfaɪ]	通知, 告知

Dialogue 1

- | | |
|--------|---------|
| a. 3%. | b. 5%. |
| c. 8%. | d. 10%. |

Dialogue 2

- Because she wants to explain the unfortunate affair about the insurance.
- Because she wants to establish business relations.
- Because she wants to have a meeting with Mr. Johnson.
- Because she wants to go travelling.

Dialogue 3

- | | |
|----------------------------------|---------------------------------------|
| a. All risks. | b. With Particular Average. |
| c. Free from Particular Average. | d. Theft, Pilferage and Non-Delivery. |

Dialogue 4

- | | |
|-----------|-----------|
| a. Silk. | b. China. |
| c. Steel. | d. Tea. |

Dialogue 5

- | | |
|------------------------|------------------------|
| a. 600 U.S. dollars. | b. 800 U.S. dollars. |
| c. 1,800 U.S. dollars. | d. 1,000 U.S. dollars. |



B. Conversations

Listen to the following conversations twice and then for each question below, choose the best answer from the four choices given.

Question 1 and 2 are based on Conversation 1.

Conversation 1

Words and Expressions

Ocean Marine Cargo Clause (OMCC) 海洋运输货物保险条款

coverage ['kʌvərɪdʒ] n. 所包括的范围（程度、区域、数额）[美]保险总额；保证金

basic risks 基本险

additional risks 附加险

special additional risks 特殊附加险

average ['ævərɪdʒ] n. 海损；海损费用；（给领航的）报酬

1. What kind of insurance does Li Ming's company usually insure for their customers' goods when the quotation is on CIF basis?

- a. They insure the goods against WPA for 110% of the invoice value with PICC.
- b. They insure the goods against FPA for 110% of the invoice value with PICC.
- c. They insure the goods against WPA for 100% of the invoice value with PICC.
- d. They insure the goods against FPA for 110% of the invoice value with PICC.

2. Which of the following statements about the three basic risks is NOT true?

- a. The three basic risks are FPA, WPA and All Risks.
- b. WPA has a broader coverage than FPA.
- c. FPA does not cover partial losses caused by natural disaster.
- d. All Risks covers the losses caused by all the risks.

Questions 3 to 5 are based on Conversation 2.

Conversation 2

Words and Expressions

leakage

漏损险



breakage	破损险
oil	油污险
freshwater	淡水险

3. Which of the following risks is NOT included in special risks?

- a. Breakage.
- b. Leakage.
- c. Freshwater.
- d. War.

4. Which of the following statements about TPND is NOT true?

- a. TPND stands for theft, pilferage and non-delivery.
- b. TPND is not general additional risk.
- c. TPND suits John Carter's goods.
- d. TPND is under coverage of All Risks already.

5. What kind of insurance does John Cater choose for his order?

- a. All Risks for 110% of CIF invoice value, as per the OMCC of PICC.
- b. WPA for 110% of CIF invoice value, as per the OMCC of PICC.
- c. All Risks for 110% of FOB invoice value, as per the OMCC of PICC.
- d. WPA for 110% of FOB invoice value, as per the OMCC of PICC.

C. Passage

Listen to the following passage three times and then complete it by filling in the missing words.

Words and Expressions

prevailing	[pri'veiliŋ]	adj. 占优势的；主要的；有力的
capital reserve		准备金
subsidiary	[səb'sidjəri]	n. 附属公司，子公司
equity	['ekwiti]	n. [pl.] (无固定利息的) 股票，证券
hull	[hʌl]	n. 船壳[体]，(船、机) 身
liability	[,laɪə'biliti]	n. 责任，义务 [pl.] 债务，负债
prudence	['pru:dəns]	n. 慎重，谨慎；精明

The People's Insurance Company of China Group (PICC Group) is the biggest insurance company in China. It was established in the year of 1949. It enjoys a prevailing 1 _____ of 79.12%. It has won a wide reputation for its human resources, utmost faith, capital reserves, business scope and personalized services. With a staff of more than 110,000, PICC Group has built



up 5,669 domestic branch offices and 80 abroad. The People's Insurance Company of China (Hong Kong), Ltd. is an overseas 2_____ of PICC Holding Company.

Guided by its international market expansion strategy, PICC successfully bought out the equity of the Guangdong Asia Insurance Company in November 2002 and on that basis established its first overseas subsidiary PICC (Hong Kong), Ltd., with PICC and Asia Insurance as the 3_____.

The insurance business of PICC (Hong Kong) covers property, marine 4_____, tourists, households, auto, marine hull and various liabilities.

PICC (Hong Kong) commits itself to the motto of "truthfulness, reliability, diligence and creativity", take market demand as its guide and the need of clients as its focus in its management concept and maintain distinct characteristics in its operation and refined rules in its 5_____. It shall carry on the fine tradition of PICC to do business with prudence, push its development steadily, take a firm foothold in Hong Kong and serve the local public wholeheartedly.

Task 3 Listen & Discuss

Listen to the conversation three times and try to answer the following questions after discussing with your partner.

Words and Expressions

consignment	[kən'sainmənt]	n. 托运; 托付; 交付
Copenhagen	[kəu'pənheigən]	n. 哥本哈根 (城市名)
underwriter	['ʌndəraɪtə]	n. 保险业者; 保险公司
mediator	['mi:di:ɛitə]	n. 调停者; 调解人
clarify	['klærɪfaɪ]	vt. & vi. 使清楚; 澄清
presume	[pri'zju:m]	vt. 以为; 假定

1. Where does the conversation take place?
2. How is John Carter March consignment going?
3. What can Li Ming do when something happens between their customers and the underwriters?
4. What is the attitude of the insurance company?
5. What will John Carter and Li Ming do for their April consignment?



Section Two Viewing

Task 4 Watch & Think

Watch a movie clip from **When a Man Loves a Woman** twice and decide whether each of the following statements is true (T) or false (F).

1. Alice and Micheal had already broke up.
2. Jess brushed Case's hair at first.
3. Alice went to detox because she was an alcoholic.
4. Micheal looked after the children himself.
5. Alice phoned to her husband finally.

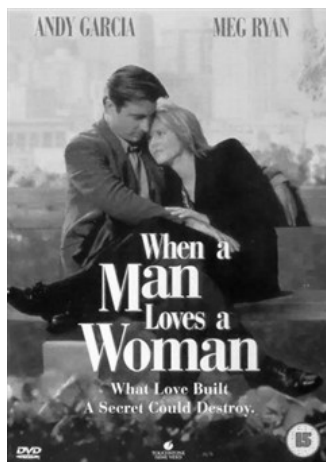
Task 5 Watch & Discuss

Watch again and try to answer the following questions after discussing with your partner.

1. What was Jess doing when Dad came home in the morning?
2. Why was Alice so angry?

Words and Expressions

cucumber	['kju:kʌmbə]	n. 黄瓜
hairdo	['heədu:]	n. (尤指女子的) 发式, 发型
alcoholic	[ælkə' həlik]	adj. 酒精的 n. 嗜酒者, 酒鬼
counselor	['kaʊnsələ]	n. 顾问, 参事
detox	[di:'tɒks]	n. 瘾诊所, 戒瘾病房
addiction	[ə'dikʃən]	n. 瘾, 吸毒成瘾; 沉溺; 癖好





When a Man Loves a Woman

- Dad: Jess. It's 6:00 o'clock in the morning.
- Jess: Kids are unbelievable. First she wants French toast, then she wants a cucumber sandwich.
- Case: Wanna know what she finally eats?
- Dad: She ate fruit.
- Jess: She ate fruit.
- Dad: Right.
- Case: My hair hurts.
- Dad: Casey, is that you? Oh, God!
- Jess: I did her hair.
- Dad: Oh, I like it. Let's see that hairdo. Oh, that's a little tight there. Let me see that. Oh, sorry.
- Case: Mommy does it better.
- Dad: Oh, Mommy does everything better. She cooks better. She looks better. She kisses better. Mommy is a better person. You know, I bet you have a lot of questions. Things you're feeling about Mommy. We could talk about that. Like if you're sad or scared or angry or something you could just ...
- Case: What's an alcoholic?
- Dad: Someone with a bad habit. You know, like if you drank stuff that make you sick, but you really liked it, so you kept drinking it and it kept making you sick. Wouldn't you want to learn how to stop?
- Case: What's an alcoholic?
- Jess: It's why she does all that stuff. When she does all that stuff, like when she talks like she's sleepy. Forget stuff and when she is sad ...
- Case: When she cries, she cries in the bathroom.
- Dad: She ... She did that a lot. I bet, huh? Your hair is so pretty. You know, Mommy can't wait to get back just to brush it?
- Dr. Mendez: I got her, Alice? I'm Dr. Mendez. I'm a counselor. You know you're supposed to be in community now. Your nurse said you've got a problem?
- Alice: No problem. I don't have any problems. You think I have a problem.
- Dr. Mendez: Yeah, at least.
- Alice: I just want to make a phone call. I just want to make a phone call to my husband.



If you wanted to make a phone call to your husband, would you call it a problem?

Dr. Mendez: No, but I'm not in detox dealing with an addiction. Look, we'll let you make a phone call as soon ...

Alice: Now! Now is when I wanna call him. Now! Can you understand that?

Dr. Mendez: Alice, Alice, look ...

Alice: Can you understand fucking anything?

Dr. Mendez: Yeah, I can. Two more days, hon. You can do this. Hang in. Come on.

Alice: Oh!

Notes:

剧情介绍:

迈克尔和艾丽丝·格林是一对幸福的中产阶级青年夫妇。他们和两个年幼的子女，住在旧金山一所宽敞的房子里。不料，艾丽丝酗酒成性。迈克尔不在家的时，艾丽丝大醉后回到家里，她打了女儿之后就昏睡不醒。迈克尔来到妻子戒酒所在的诊疗所探望她，可是当他看见艾丽丝和新朋友们呆在一起时，感到自己受到冷落。艾丽丝戒了酒回家之后，已经完全变成另一个人。一次，迈克尔发现艾丽丝和诊疗所的病友加里在起居室谈话，便醋意大发。迈克尔再也无法与艾丽丝继续一起生活下去，他离开她，搬到别处居住，但是他们两人还是重逢了。艾丽丝告诉迈克尔，她想邀请他参加庆祝她身体康复半周年举行的报告会，她将在会上发表讲演。艾丽丝在报告会上的演讲十分成功。迈克尔也迎上前去向她表示歉意。

这部 1994 年拍摄的家庭伦理片由 Andy Garcia 和 Meg Ryan 主演，内容是探索美国社会进入二十世纪九十年代后出现的家庭问题。这是一部讲述家庭的电影，夫妻间都抱着存对于对方的极深爱意，却又会从对方身上感到孤独。而家庭的意义，婚姻的意义，恰在于把男人与女人从困扰自身的巨大孤独感中拯救出来。一个有归属感的家庭，才让人不会感觉孤独。

Section Three Speaking

Task 6 Listen & Act

The following conversation is about how to negotiate on insurances. Listen to it twice and try to act it out with your partner.

John Carter: Good morning. Mr. Li. I was to come at 9 o'clock, wasn't I?

Li Ming: Yes, Mr. Carter. We have been expecting you.

John Carter: Since we have settled the issue about transportation, I think now we can get



down to the insurance.

Li Ming: Yes. Go ahead.

John Carter: We've offered on CIF basis, so the insurance is for your account.

Li Ming: Yes, you are right. However, we still have some details to discuss.

John Carter: Okay.

Li Ming: You know. Many export-oriented Chinese manufacturers choose to insure their consignment with the PICC (the People's Insurance Company of China). We do that, too. PICC has its goods examiners and agents all over the world. It is very convenient

John Carter: That's fine.

Li Ming: As the exporter, we follow the prevalent practice that our CIF price covers the insurance against WPA and any extra premium of additional risks should be for the importer's account.

John Carter: In your opinion, what kind of additional risks do we need to cover?

Li Ming: Since our goods are made of glass, I think it is necessary to cover that Risk of Clash & Breakage when we cover insurance.

John Carter: You are right. We'll accept your suggestion.

Li Ming: We would like to take out insurance on your behalf.

John Carter: Thank you.

Task 7 Short Talk

Try to give a short talk on the topic of insurance according to the information given in the cue card.

How can you introduce Cargo Transportation Insurance?

- the importance of it;
- basic concepts involved;
- the points to be made clear between the seller and the buyer;
- ...

Task 8 Situational Dialogue

Try to make up a dialogue with your partner according to the information given in the cue card.

**Cue Card A**

Situation: Li Ming, from Bright Future Trading Company, is going to cover insurance for their March consignment shipped to Copenhagen. Lin Xiang, the clerk from the People's Insurance Company of China is introducing their business to him and giving him some advice.

- **You are:**

Li Ming

- **For the discussion:**

Ask: if he can provide insurance for your consignment;
what kind of insurance he can provide;
what kind of risks he suggests covering for your goods made of glass;
how much you need to pay for the insurance premium

...

Cue Card B

Situation: Li Ming, from Bright Future Trading Company, is going to cover insurance for their March consignment shipped to Copenhagen. Lin Xiang, the clerk from the People's Insurance Company of China is introducing their business to him and giving him some advice.

- **You are:**

Lin Xiang

- **For the discussion:**

Answer: You can provide insurance for his consignment;
You can provide all kinds of risks for transportation by sea, land and air;
You suggest covering WPA and the Risk of Clash & Breakage;
The total premium is \$ 3,000;

...

Section Four Time for Fun**Task 9 Listen & Relax**

*Listen to the British poem **I Wandered Lonely as a Cloud** by following the lyrics below, and*



then read it along.

I wandered lonely as a cloud

William Wordsworth

I wandered lonely as a cloud
That floats on high o'er vales and hills,
When all at once I saw a crowd,
A host, of golden daffodils;
Beside the lake, beneath the trees,
Fluttering and dancing in the breeze.

Continuous as the stars that shine
And twinkle on the milky way,
They stretched in never-ending line
Along the margin of a bay:
Ten thousand saw I at a glance,
Tossing their heads in sprightly dance.

The waves beside them danced; but they
Out-did the sparkling waves in glee:
A poet could not but be gay,
In such a jocund company:
I gazed—and gazed—but little thought
What wealth the show to me had brought:

For oft, when on my couch I lie
In vacant or in pensive mood,
They flash upon that inward eye
Which is the bliss of solitude;
And then my heart with pleasure fills,
And dances with the daffodils



Useful Phrases

- | | |
|-----------------------------|-----------|
| ● arrange insurance | 投保 |
| ● policy-holder | 保险客户 |
| ● insurance company | 保险公司 |
| ● insurance coverage | 保险范围 |
| ● insurance expense | 保险费 |
| ● insurance proceeds | 保险金（保险收入） |
| ● insurance document/policy | 保险单 |
| ● certificate of insurance | 保险凭证 |
| ● extend coverage | 加保 |
| ● renew coverage | 续保 |

Useful Sentence Patterns

- Please kindly quote us your rate for the insurance cover.
请为我方拟投保的这一险种报价。
- As the exporter, we follow the prevalent practice that our CIF price covers the insurance against WPA and any extra premium of additional risks should be for the importer's account.
作为出口商我们循惯例在 CIF 价的情况下提供水渍险，若想增保其他险种，保险费得由贵方支付。
- It has become the common sense that the insurance of goods traded on the basis of CFR or FOB terms is supposed to be arranged by the buyer.
在 CFR 或 FOB 贸易条件下货物的保险由买方负责，这已成为共识。
- In the absence of specific instructions from our clients we usually cover insurance against WPA and War Risk.
在没收到客户具体指示的情况下，我们通常投保水渍险和战争险。
- We request you to extend the insurance coverage to include Risk of Breakage.
我们请贵方扩大保险范围，增保破碎险。
- General additional risks and special additional risks must be insured against only after a basic insurance coverage is chosen. They are not allowed to be insured against solely.
一般附加险和特殊附加险不能单独投保，只能在选择好基本险后追加。
- The policy holder must submit the claim within 30 days after the losses of the insured cargo are found.
保单持有人必须在发现被保货物损失后的 30 天内提出索赔。



- The insurance company insures this risk with a 5% franchise.
保险公司按 5% 的免赔率保此险。
- The underwriters are responsible for the claims as far as they are within the scope of cover.
只要是在保险责任范围内，保险公司就应负责赔偿。
- Usually, the extent of insurance is stipulated in the basic policy form and in the various risk clauses.
通常保险的范围写在基本保险单和各种险别的条款里。

Unit 11

Customs Declaration

Lead-in

A customs declaration is the act whereby a person indicates the wish to place goods under a given customs procedure. In general this task is performed by the owner of the goods or a person acting on his behalf (a representative). It may also be performed by the person having control over the goods. These persons may be individuals or companies, as well as in certain cases associations of persons.

The declaration is to be lodged with the customs office where the goods were or will shortly be presented. In general to comply with obligations (and sometimes for seeking benefit from special procedures): 1. On importation, goods brought into the customs territory must be assigned to a customs-approved treatment or use. 2. Goods intended for export must be placed under the export procedure. 3. The lodging of a customs declaration is precisely the means of placing goods under a customs procedure.

Section One Intensive Listening

Task 1 Listening Focus

Listen carefully and then fill in the corresponding blanks according to the five short sentences you'll hear. Each sentence will be read twice.

1. In general, it's difficult to _____ food items.
2. Miss Su can _____ customs.
3. The price of the plastic plate is _____.
4. I want to fill out a _____ form.
5. The end of the month is the expected _____ date.

Task 2 Listening Practice

A. Mini-dialogues

Listen to the following five mini-dialogues and then choose the best answer to each of the



questions you'll hear. Each dialogue and question will be read twice.

Words and Expressions

exceed	[ik'si:d]	v. 超过, 超出
issuance	['iʃu(:)əns]	n. 发出
memo	['meməu]	n. 备忘录
impose	[im'pəuz]	v. 处以(罚款等)
notify	['nəutifai]	v. 通知, 告知
vessel	['vesəl]	n. 船
dock dues on the cargo		码头费

Dialogue 1

- a. Because he has just bought the camera in the USA.
- b. Because his camera is a new digital product.
- c. Because his camera cost over 5,000 yuan.
- d. All of the above.

Dialogue 2

- a. Her cigars.
- b. Her notebook PC.
- c. Her cash.
- d. Nothing.

Dialogue 3

- a. ¥1,000 and £2,000.
- b. ¥2,000 and \$1,000.
- c. \$1,000 and £2,000.
- d. \$2,000 and £1,000.

Dialogue 4

- a. Within 15 days.
- b. Within 50 days.
- c. Within 20 days.
- d. Not mentioned.

Dialogue 5

- a. The woman can hand in her papers before she is notified.
- b. The woman has better pay close attention to the schedule of the cargo vessle.
- c. If the woman ignores the freight, she will pay dock dues on the cargo.
- d. It's best for the woman to keep the ship waiting to be delared.



B. Conversations

Listen to the following conversations twice and then for each question below, choose the best answer from the four choices given.

Question 1 and 2 are based on Conversation 1.

Conversation 1

Words and Expressions

turnkey	['tɜ:nki:]	n. 全部承包
customs formalities		报关单
see to		负责
might as well		不妨

1. What are they discussing?

- | | |
|-----------------------------|----------------------|
| a. Customs clearance. | b. The construction. |
| c. The Customs formalities. | d. Time and expense. |

2. Which of the following statements is NOT true?

- Mr. Chen isn't familiar with the clearance formalities.
- It will take Mr. Chen a lot of time and expense to carry out the Customs formalities.
- The construction is finished on a turnkey basis.
- Mr. Smith agrees to see to the Customs clearance finally.

Questions 3 to 5 are based on Conversation 2.

Conversation 2

Words and Expressions

customs entry	海关申报
bonded goods	保税货
drawback	['drɔ:'bæk]
	n. 退税

3. Which of the following statements about customs entries and duties is NOT true?

- You can submit the necessary papers to the customs when you are informed that your



goods have arrived.

- b. You can submit the necessary papers to the customs before you are notified that your goods have arrived.
- c. If you want to save money and time, you should keep the ship waiting to be cleared.
- d. If you ignored the freight, by the time the customs officers examine your goods, you will probably have to pay dock dues for the cargo.

4. According to the conversation, what are bonded goods?

- a. They are goods on which customs duty has already been paid, and are held in a bonded warehouse.
- b. They are goods on which customs duty has not yet been paid, and are held in a bonded warehouse.
- c. They are duty-free goods in a bonded warehouse.
- d. They are goods on which customs duty has not yet been paid, so are confiscated.

5. According to the conversation, what does “drawback” mean?

- a. The refund of import duty on goods that are re-exported.
- b. The refund of import duty on goods that are confiscated.
- c. The refund of export duty on goods that are re-imported.
- d. The refund of import duty on duty-free goods.

C. Passage

Listen to the following passage three times and then complete it by filling in the missing words.

Words and Expressions

penalty	['penlti]	n. 处罚, 惩罚, 罚金
modify	['mɒdɪfai]	v. 修改, 更正

In order to clear their import or export cargoes, according to the requirements of Customs Law and relevant laws and regulations, the shipper or the customs clearance agents can choose to adopt electronic declaration bills or paper declaration bills to 1_____the cargoes to the customs at the entry or exit ports or borders within a regulated period of time (within 14 days from the date of entry for import goods, or 24 hours before goods loading in customs 2_____zone for export goods) and they must submit the required materials, such as invoices, packing lists, and other relevant 3_____for the customs officers to 4_____. If there is any delay because of failure of declaration to the customs within the regulated time, the customs shall impose



the delay penalty on them corresponding with regulations. After the customs accepts the declaration of import/export cargoes, the electronic or paper declaration bills cannot be modified or cancelled, unless there are sound reasons with the 5 _____ of the customs.

Task 3 Listen & Discuss

Listen to the conversation three times and try to answer the following questions after discussing with your partner.

Words and Expressions

Commodity Inspection Bureau		商品检验局
binding	['baɪndɪŋ]	adj. 有法律约束力的
disqualification	[dɪsˌkwɒlɪfɪ'keɪʃən]	n. 质量不合格
spoil	[spɔɪl]	v. 损坏
claim	[kleɪm]	n. 索赔
stand to reason		符合逻辑（合乎情理）
sanitary	['sænɪtəri]	adj. 卫生的
Veterinary Inspection Certificate		动物检疫证明书
Conformity	[kən'fɔːmɪti]	n. 一致
radioactive contamination		放射性污染

1. Who will inspect the goods?
2. How should the goods be before the Inspection Bureau releases them?
3. Which country will the goods be exported to?
4. What will be issued to show that the shipment is in conformity with export standards?
5. What will Mr. Zhang do to reply Mr. Brown's last request?

Section Two Viewing

Task 4 Watch & Think

*Watch a movie clip from **Pearl Harbor** twice and decide whether each of the following statements is true (T) or false (F).*

1. The Pearl Harbor was suddenly and deliberately attacked by Japan.
2. The president decided to give a deliberate attack back to Japan.



3. American went into the World WarII because of the Pearl Harbor.
4. All the generals agreed to invade Japanese.
5. The president Roosevelt couldn't stand no matter how hard he tried.

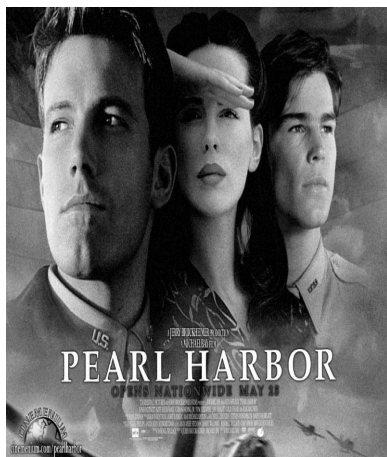
Task 5 Watch & Discuss

Watch again and try to answer the following questions after discussing with your partner.

1. How many Americans were killed in the Japanese attack?
2. Why does the man on the wheelchair stand up in the end of the clip?

Words and Expressions

infamy	['infəmi]	n. 恶名昭彰
deliberately	[di'libərətli]	adv.故意地
intervene	['intə'vi:n]	v. 干涉, 干预
premeditated	[pri(:)'mediteitid]	adj. 预谋的, 有计划的
penetrate	['penitreit]	v. 透(渗)入
dastardly	['dæstədlɪ]	adj. 懦弱的, 欺善怕恶的
unprovoked	[ˌʌnpɹə'vəʊkt]	adj. (生气等) 无缘无故的



Pearl Harbor

(The entire Washington press corps is waiting. The President is wheeled out of the White House. Now all the bulbs pop and flash. He looks into the cameras.)

Roosevelt: Yesterday, December 7, 1941, a date which will live in infamy, the United



States of America was suddenly and deliberately attacked by naval and air forces of the Empire of Japan. It is obvious that planning the attack began many weeks ago. During the intervening time the Japanese government has deliberately sought to deceive the United States by false statements and expressions of hope for continued peace. The attack yesterday on the Hawaiian Islands has caused severe damage to American military forces. I regret to tell you that over 3,000 American lives have been lost. No matter how long it may take us to overcome this premeditated invasion, the American people, in their righteous might, will win through to absolute victory. Because of this unprovoked, dastardly attack by Japan, I ask that the Congress declare a state of war.

(The President meets his advisors in the White House.)

Roosevelt: Is it true men are still trapped alive inside the Arizona?

General Marshall: We can hear tapping from inside the Arizona?

Admiral: We're doing everything we can to get to them, but they're forty feet below water.

Roosevelt: We've been trained to think that we're invincible. And now our proudest ships have been destroyed by an enemy we considered inferior. We're on the ropes, gentlemen. That's exactly why we have to strike back now.

Admiral: We are preparing the attack against Marshall and Gilbert Islands, Sir.

Roosevelt: I am talking about hitting the heart of Japan the way they have hit us.

General Marshall: President, Pearl Harbor caught us unawares because we didn't face facts. This isn't a time for ignoring them again. We have long-range bombers, but no place to launch them. Midway is too far, and Russia won't allow us to launch a raid from there.

Roosevelt: Admiral?

Admiral: The navy's planes are small. They carry light loads, and have a short range. We'd have to get them within a few hundred miles of Japan, and therefore risk our carriers, and if we lose our carriers, we have no shield against invasion.

Roosevelt: Does anyone in this room think victory is possible without facing danger? We are at war. Of course, there's a risk.

General Marshall: But consider the risk, Mr. President. If the Japanese invade us right now, they will penetrate as far as Chicago before we could stop them.



Roosevelt: Gentlemen, most of you did not know me when I had the use of my legs. I was strong and proud and arrogant. Now I wonder every hour of my life why God put me into this chair. But when I see defeat in the eyes of my countrymen, in your eyes right now, I start to think that maybe he brought me down for times like these when we all need to be reminded who we truly are, that we will not give up or give in.

Admiral: Mr. President, with all respect, sir. What you're asking can't be done.

(Roosevelt stops for a while and places his hands on the arms of his wheelchair and struggles to lift himself. George comes over to help him.)

George: Mr. President!

Roosevelt: Get back, George! Get back!

(With inhuman physical effort, Roosevelt stands on his withered legs, sweat popping his face.)

Roosevelt: Do not tell me it can't be done.

Notes:

剧情简介：雷夫与丹尼是从小一起长大的死党，两人对于飞行从小就十分有兴趣。长大之后，时间正值第二次世界大战，两人一同加入美军飞行的队伍。受训期间，雷夫结识了军中护士——伊弗琳（凯特·贝金赛尔饰），两人迅速坠入爱河。

此时美军决定派出精英部队前往欧陆，协助欧洲各国抵抗纳粹德国的侵略，雷夫自告奋勇前往参战。于是将伊弗琳托付给丹尼照顾，不久之后，欧洲传来噩耗，雷夫的座机在空战中不幸遭德军击落，生死未卜。伊弗琳与丹尼得知噩耗后，只能互相勉励对方。但是爱情的幼苗却悄悄地萌芽。

就在 1941 年 12 月 7 日，雷夫突然出现在伊弗琳与丹尼驻扎的珍珠港。正当三人不知如何面对这个难题时，日军也悄悄地准备偷袭珍珠港。雷夫与丹尼这对好朋友又是情敌，还得一起并肩作战，随着第二次世界大战的开始，两人只能将儿女私情暂时抛在一旁，共同为自由、正义而战……

Section Three Speaking

Task 6 Listen & Act

The following conversation is about customs clearance, Listen to it twice and try to act it out with your partner.

(Mr. Smith and Mr. Chen are talking about who will be responsible for the customs clearance.)



- Mr. Smith: Please tell me what I can do for you?
- Mr. Chen: Thank you, Mr. Smith. We would like to discuss the problem of customs clearance today.
- Mr. Smith: I'm ready to discuss it with you. What do you have in mind?
- Mr. Chen: M m..., I think it is your responsibility to clear the customs, because the construction project is being carried out on a "turnkey" basis.
- Mr. Smith: Sure. It is a "turn key" project. But I think it will help us both if you take charge of the customs clearance, and we focus our attention on the quality, the cost, and design of the project.
- Mr. Chen: OK, then we'll take up the customs clearance of the equipment. But I'd like to make it clear that the cost will be deducted from the payment of the project.
- Mr. Smith: Oh, that sounds too much. Excuse me for being so frank. What is a business partner? A business partner isn't a person who just shares the profit and does little or nothing for the business.

Task 7 Short Talk

Try to give a short talk on the topic of customs according to the information given in the cue card.

How can you go through US customs?

- necessary documents;
- duty-free items;
- forbidden items;
- ...

Task 8 Situational Dialogue

Try to make up a dialogue with your partner according to the information given in the cue card.

Cue Card A

Situation: Thomas Brown, from California of America, goes through Changsha customs. The customs officer reads through his passport and visa and asks him some questions about his occupation, visiting purpose and dutiable things.



- **You are:**
Customs Officer
- **For the arrangements:**
Ask: his occupation;
his visiting purpose;
if he has something to declare.

Cue Card B

Situation: Thomas Brown, from California of America, goes through Changsha customs. The customs officer reads through his passport and visa and asks him some questions about his occupation, visiting purpose and dutiable things.

- **You are:**
Mr. Brown
- **For the arrangements:**
Answer: Mr. Brown is general manager of the Far East Corporation;
Mr. Brown is invited by Changsha Foreign Trade Import & Export Company for business talks;
Mr. Brown has some foreign currency to declare.

Section Four Time for Fun

Task 9 Listen & Relax

Listen to the English Tongue Twisters below, and then read it along.

1. A tall eastern girl named Short long loved a big Mr. Little. But Little, thinking little of Short, loved a little lass named Long. To belittle Long, Short announced she would marry Little before long. This caused Little shortly to marry Long. To make a long story short, did tall Short love big Little less because Little loved little Long more?
2. A flea and a fly were trapped in a flue, and they tried to flee for their life. The flea said to the fly "Let's flee!" and the fly said to the flea "Let's fly!" Finally both the flea and fly managed to flee through a flaw in the flue.
3. A Finnish fisher named Fisher failed to fish any fish one Friday afternoon and finally he found out a big fissure in his fishing-net.
4. I thought a thought. But the thought I thought wasn't the thought I thought I thought. If the thought I thought had been the thought I thought, I wouldn't have thought so much.



5. Canners can can what they can can but can not can things can't be canned.

Useful Phrases

- customs regulations 海关规则
- customs inspection 海关检查
- customs formalities 报关单
- customs registration 海关登记
- customs duty 关税
- the Customs Declaration Form 海关申报单
- customs clearance 结关
- dock dues on the cargo 码头费
- bonded goods 保税货
- Vaccination Certificate 检疫证明

Useful Sentence Patterns

- Your passport and declaration card, please.
请出示护照和申报单。
- Please give this declaration card to that officer at the exit.
请将这张申报卡交给出口处的官员。
- I'm afraid you'll have to pay quite a sum of duty on these valuables.
恐怕你得为这些贵重物品付相当一笔税金。
- I'm sorry the export of these curio is prohibited.
对不起，这些古玩是禁止出口的。
- On what conditions does duty exemption function?
免除关税是在什么条件下运作的？
- Where should I go through the customs?
我该在哪里办理海关手续？
- The importer or the exporter must submit declarations to customs on goods entering or leaving Chinese territory.
进口商或出口商必须对进入或离开中国领土的货物提交申报单。
- The main tasks of the customs are the entry and exit supervision, revenue collection, anti-smuggling combat and customs statistics compilation.



海关的主要职责有四项:进出境监管、征收关税和其他税、缉查走私以及编制海关统计。

- Would you please show us the international load line certificate?
请给我们看一下国际载重线证明好吗?
- Have you got permission for duty-free importation of the equipment?
你们有免税进口设备的许可证吗?

Unit 12

After-sale Service

Lead-in

Goods are those tangible products that consumers can physically possess. Services are intangible products involving a deed, a performance, or maintenance that can not be physically possessed. After-sale service might include additional training or helpdesk availability. Of equal importance is the customer's perception of the degree of willingness with which a supplier deals with a question or complaint, speed of response, and action taken. The basic concept of services is to satisfy customers' needs. In other words, the seller must provide the right service for the right people at the right place and at the right time. The seller must also communicate with consumers to make them aware of the services available to them.

Section One Intensive Listening

Task 1 Listening Focus

Listen carefully and then fill in the corresponding blanks according to the five short sentences you'll hear. Each sentence will be read twice.

1. _____ about the after-sale service are becoming more and more.
2. We can offer the best _____ in the world—all over the world in our company.
3. They have plenty of satisfied _____.
4. The after-sale activities are recognized as a relevant source of _____, profit and competitive advantage in most manufacturing industries.
5. Over 300,000 calls come to the ABC _____ every year.

Task 2 Listening Practice

A. Mini-dialogues

Listen to the following five mini-dialogues and then choose the best answer to each of the



questions you'll hear. Each dialogue and question will be read twice.

Words and Expressions

switchboard	['switʃbɔ:d]	n. (电话) 接线总机
investigate	[in'vestigeit]	v. 调查, 研究
peripheral	[pə'riferəl]	n. (电脑的) 外部设备
reliable	[ri'laɪəbl]	adj. 可信赖的; 可靠的
preventive	[pri'ventiv]	adj. 预防(性)的
take up		着手处理

Dialogue 1

- a. A delay in the switchboard.
- b. Something wrong with his telephone.
- c. The charge on directly-dialed calls.
- d. Manager.

Dialogue 2

- a. In the Personnel Department.
- b. In the Human Resources Department.
- c. In the After-sale Service Department.
- d. In the Advertising Department.

Dialogue 3

- a. Price.
- b. After-sale service.
- c. Payment.
- d. Shipment.

Dialogue 4

- a. Seller.
- b. Buyer.
- c. The shipping company.
- d. Workers.

Dialogue 5

- a. Applying for a job.
- b. Doing his routine work.
- c. Providing after-sale service to customers.
- d. Speaking with his colleague.

B. Conversations

Listen to the following conversations twice and then for each question below, choose the best answer from the four choices given.



Question 1 and 2 are based on Conversation 1.

Conversation 1

Words and Expressions

guarantee period		保险期
peripheral	[pə'rifərəl]	adj. 不重要的
technician		n. 技术员, 技师

1. What will make more impression on John Wilson?

- a. Sporting motor bicycles.
- b. Technicians.
- c. A lot of money and human labor.
- d. After-sale service.

2. How long is the guarantee of the main mechanism of the sporting motor bicycles?

- a. Two years.
- b. One year.
- c. Three years.
- d. Four years.

Questions 3 to 5 are based on Conversation 2.

Conversation 2

Words and Expressions

strap	[stræp]	n. 表带
refund	[ri'fʌnd]	n./v. 退款

3. What seems to be the problem?

- a. The alarm doesn't work.
- b. The strap leaves a blue mark.
- c. The watch doesn't work.
- d. Both a and b.

4. How did the customer feel when he found the watch problem?

- a. Happy.



- b. Disappointed.
- c. Unhappy.
- d. Sad.

5. What will Robert finally do with this watch?

- a. He will get the watch changed in no time.
- b. He will refuse to refund this watch.
- c. He will tell his general manager.
- d. He will give the customer a big discount.

C. Passage

Listen to the following passage three times and then complete it by filling in the missing words.

Words and Expressions

faulty	['fɔ:lti]	adj. 有缺点的; 不完美的
receipt	['ri:si:t]	n. 收据, 收条

Complaining about faulty goods or bad 1_____ is never easy. But if something you have bought is faulty or does not do what was 2_____ for it, you are not asking for a favor to get it put right.

Complaints should be made to a responsible person. Go back to the shop where you bought the goods, taking with you any receipt you may have. In a small store the assistant may also be the owner so you can complain direct. In a chain store, ask the manager. If you telephone, ask the name of the person who handles your 3_____, otherwise you may never find out who dealt with the complaint later. If you do not want to do it in person, write a letter. 4_____ the facts and keep a copy of what you write. At this stage you should give any receipt numbers, but you should not give receipts or other papers to prove that you bought the 5_____.

Task 3 Listen & Discuss

Listen to the conversation three times and try to answer the following questions after discussing with your partner.

Words and Expressions

technician	[tek'niʃən]	n. 技术员
preferential	[prefə'renʃl]	adj. 优先的



maintenance	['meɪntɪnəns]	n. 维修
motto	['mɒtəʊ]	n. 格言

1. Where did the woman buy the machines?
2. When didn't the machines work?
3. What are the technicians doing?
4. When will the technicians come to repair the machines?
5. What is the man's motto?

Section Two Viewing

Task 4 Watch & Think

Watch a movie clip from **Growing Pains** twice and decide whether each of the following statements is true (T) or false (F).

1. The family was celebrating Jason's birthday.
2. Jason opened Carol's present at first.
3. Jason liked Mike's present most.
4. Ben spent 300\$ on the box.
5. All the family members loved the present's wrapping from Ben.

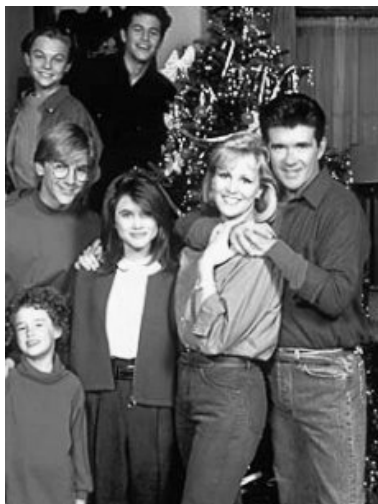
Task 5 Watch & Discuss

Watch again and try to answer the following questions after discussing with your partner.

1. What was Jason's idea about the wrapping of Ben's present?
2. What does Maggie's response mean?

Words and Expressions

inferno	[in'fə:nəʊ]	n. 地狱
geezer	['gi:zə]	n. 古怪的人（多指男性）
overdose	['əʊvədəʊs]	n. 药剂过量
groovy	['gru:vi]	adj. 【俚】绝妙的；时髦的
psychiatrist	[sai'kaiətrɪst]	n. 精神病医师；精神病学家
fabulous	['fæbjuləs]	adj. 惊人的；难以置信的



Growing Pains

- Jason: Thanks. You guys didn't fool me. I knew all along you'd remember.
- Maggie: Remember.
- Jason: Look at this cake. This is...
- Mike: It's a raging inferno.
- Ben: Blow out the candles?
- Mike: Yeah, I'm burning up in here, Dad!
- Jason: All right. I know what to wish for.
- Mike: well, not bad for an old geezer.
- Jason: Well, the wish didn't work. You're still here.
- Carol: Here, Dad, open the good one first.
- Mike: Yeah, mine.
- Jason: Hey, guys.
- Carol: How Juvenile?
- Mike: Carol, now why do you want to disappoint the man? I mean, at his age he can't take much of that.
- Jason: That settles it. I'll open Carol's first.
- Carol: You know, you can be so insensitive about the problems of older people.
- Jason: Ben, what did you get me?
- Ben: Oh, the best should be last.
- Maggie: Well, will you just open something?



Jason: And the longest shall be first. All right, you guys can all wait while I open something from your mom.

Maggie: Thank you, dear.

Mike: No, I changed my mind, Carol. You go next.

Carol: No way. You go next.

Mike: If you insist.

Jason: Ah, yes. Look at that!

Maggie: Do you like it?

Jason: Honey, I love it.

Maggie: I can take it back.

Jason: No, no, this is perfect. Every time I kill a fish, I'll think of you.

Jason: Jason, that's so sweet.

Mike: Here, Dad, Carol wants you to open my gift, next.

Carol: Go ahead, Dad. You could use a good laugh.

Jason: It's shoes, isn't it?

Ben: That's funny, Dad.

Jason: Thank you, Ben. Look at this, "Superstars of the 60's". "Relive the triumphs, the joy, the spirit of the 60's".

Mike: Yes. See, everybody on this album died of a drug overdose.

Jason: Groovy.

Mike: "Groovy". That means he likes it.

Jason: Okay, what's this?

Carol: I wanted to get you something that you could enjoy both as a person and as a psychiatrist.

Jason: Well, thank you. I am sure that both of me will love it. And it is..., ah, two tickets to the off-Broadway production of Nuts.

Maggie: That's so great.

Ben: Okay, my turn.

Jason: Oh, Ben, Yeah, let's see what you got me.

Ben: Ta-da!

Jason: Wow, you wrapped this yourself?

Ben: I had it done.

Carol: How sweet. He spent all his money on wrapping.

Jason: Let's see what we got in here, Ben. Wow, Ben..., this is fabulous. Maggie, I don't know what to say.



Maggie: Neither do I. I had nothing to do with this.

Jason: Oh, sure, you had nothing to do with it.

Maggie: Jason, I didn't.

Jason: Ben?

Ben: It does everything all by itself. Even an idiot could work it.

Jason: Ben, where did you get this?

Ben: At Newstrom's Camera Store. They throw in a leather case every time you spend over 300 dollars.

Mike: All right, I gotta ask. What kind of allowance are you giving this kid, anyway?

Jason: Ben, where did you get the money?

Mike: Yeah, I am interested.

Notes:

剧情简介:《成长的烦恼》讲述的是关于居住在美国郊区的西维尔(Seaver)一家的故事。他们生活在纽约的郊区,父亲杰森·西维尔(Jason Seaver)是一个心理医生,母亲玛姬·西维尔(Maggie Seaver)是一个记者,他们有三个孩子:分别是迈克(Mike)、卡罗尔(Carol)和本(Ben)。故事刚开始的时候,玛姬回电视台开始上班,而杰森则在家里开他的心理诊所,一个个有趣的故事就这么发生了。《成长的烦恼》是美国1985年至1992年间收视率最高的情景喜剧,记录了一群孩子成长中的一切。Mike从小到大的一贯的调皮和爱耍小聪明,Carol的书呆子气和Ben的傻气稚嫩,父亲Jason的启发式非强制教育方法时常带来的无可奈何的幽默,让人在捧腹中深思……

Section Three Speaking

Task 6 Listen & Act

The following conversation is about how to provide after-sale service. Listen to it twice and try to act it out with your partner.

David: I am David, from the after-sale department of ABC. Here is my card. We are investigating the quality of our products. I am here to heed your feedback opinions about our computing equipment.

Zhu Ming: Oh, welcome to our company. Yes, we bought a batch of computers and peripheral devices from your company last August.

David: Is this batch of equipment going on well?



- Zhu Ming: Yes, it's all right. Technically speaking, the equipment is stable and reliable and goes on well.
- David: Did anything go wrong?
- Zhu Ming: Yes, but it was solved quickly after consulting your company.
- David: Anything else needs to be done?
- Zhu Ming: No, nothing at present.
- David: Would you please fill in the product quality investigation form?
- Zhu Ming: OK, I'll fill it in.
- David: Do you mind signing your name here and here? Our company wants it.
- Zhu Ming: No, done. You take serious attitude towards your after-sale service.
- David: Yes, we do. Thank you. Bye for now.

Task 7 Short Talk

Try to give a short talk on the topic of after-sale service according to the information given in the cue card.

How can you have a good after-sale relationship with your customers?

- Keep your customers satisfied with your products and services;
- Give each and every customer the same excellent service and courtesy;
- Thank the customers;
- Send them an E-mail;
- ...

Task 8 Situational Dialogue

Try to make up a dialogue with your partner according to the information given in the cue card.

Cue Card A

Situation: Mr. Winter, a customer.

Mr. Margie, the Assistant Manager of LG Digital Appliance Company.

Now they are talking about after-sale service of the company.

- **You are:**



Mr. Winter

- **Questions:**

What kind of after-sale service does the company provide?

What is the idea of after-sale service?

...

Cue Card B

Situation: Mr. Winter, a customer.

Mr. Margie, the Assistant Manager of LG Digital Appliance Company.

Now they are talking about after-sale service of the company.

- **You are:**

Mr. Margie

- **Answers:**

It's one of the important parts of the sale service;

We'll performance according to the contract;

We need feedback from customers;

...

Section Four Time for Fun

Task 9 Listen & Relax

*Listen to the English essay **Work and Pleasure** below, and then read it along.*

Work and Pleasure

Winston Churchill

To be really happy and really safe, one ought to have at least two or three hobbies, and they must all be real. It is no use starting late in life to say: "I will take an interest in this or that." Such an attempt only aggravates the strain of mental effort. A man may acquire great knowledge of topics unconnected with his daily work, and yet hardly get any benefit or relief. It is no use doing what you like; you have got to like what you do. Broadly speaking, human beings may be divided into three classes: those who are toiled to death, those who are worried to death, and those who are bored to death. It is no use offering the manual laborer, tired out with a hard week's sweat and effort, the chance of playing a game of football or baseball on Saturday afternoon. It is no use



inviting the politician or the professional or business man, who has been working or worrying about serious things for six days, to work or worry about trifling things at the weekend.

It may also be said that rational, industrious useful human beings are divided into two classes: first, those whose work is work and whose pleasure is pleasure; and secondly, those whose work and pleasure are one. Of these the former are the majority. They have their compensations. The long hours in the office or the factory bring with them as their reward, not only the means of sustenance, but a keen appetite for pleasure even in its simplest and most modest forms. But Fortune's favored children belong to the second class. Their life is a natural harmony. For them the working hours are never long enough. Each day is a holiday, and ordinary holidays when they come are grudged as enforced interruptions in an absorbing vocation. Yet to both classes the need of an alternative outlook, of a change of atmosphere, of a diversion of effort, is essential. Indeed, it may well be that those whose work is their pleasure are those who most need the means of banishing it at intervals from their minds.

Useful Phrases

- | | |
|----------------------------------|---------|
| • after-sale service | 售后服务 |
| • service center | 维修中心 |
| • service charge | 服务费 |
| • period of guarantee | 保修期 |
| • maintenance staff | 维修人员 |
| • repair fee | 维修费 |
| • feedback from customers | 客户的反馈意见 |
| • be under guarantee/warranty | 在保修期 |
| • beyond the period of guarantee | 过了保修期 |
| • periodic maintenance | 定期维修费 |

Useful Sentence Patterns

- I wish to know the exact details about the after-sale service.
希望告知售后服务的具体事宜。
- Our company produces, sells, serves unify, provide the relevance technical adviser and fine after-sale service to product effectuation.
公司对产品实行生产、销售、服务一体化, 提供相关技术指导及良好的售后服务。



- I'll check into it and call you back as soon as I find out what happened.
我查一查，找到原因后，我会尽快跟您联络。
- The mistake is on our end and we'll take care of it.
错误出在我方，我会负责处理的。
- We guarantee one year after-sale service.
我们保证一年的售后服务。
- We offer prompt and reliable after-sale service.
我们提供快捷可靠的售后服务。
- We think the best procedure will be to have the pieces examined by an expert, and we are arranging for this to be done.
我们认为首先应做的事是由专家来检查，我们将来安排这一切。
- Needless to say, we are most willing to replace the faulty articles.
不必说，我们极愿替换有瑕疵的货物。
- We agree to compensate for the total loss and enclose one draft for US\$500,000 to pay therefore.
本公司同意补偿全部损失，兹附上款额 50 万美元支票一张，以资偿付。
- As you consider our proposals unsatisfactory, we suggest that the matter be submitted to arbitration.
如果您认为我们的建议令您不满意，我们建议将此事提请仲裁。